



# ACTION PLAN

Partners: Regional Council of South Ostrobothnia  
Seinäjoki University of Applied Sciences

Region: South Ostrobothnia (FIN)

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REGIONAL COUNCIL OF  
South Ostrobothnia

SeAMK

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**INTENCIVE**  
Interreg Europe



European Union  
European Regional  
Development Fund

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## INTENCIVE

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## 1. Abstract

Finnish society is changing. Following the same path as many other highly developed countries, the population pyramid in Finland is shifting more and more towards the future where a majority of its citizens will be middle-aged and elderly. Addressing these societal challenges of an ageing society combined with decreasing population in rural and remote areas will be one of the key aspects of social and healthcare policymaking in the coming decades.

How to develop new, accessible, and user-friendly models, practices and tools for providing different types of high-quality health services accessible to all citizens not depending on their age or place of living. These questions have been guiding us through our discussions with project partners and meetings with stakeholders from different parts of Europe. The region of South Ostrobothnia has on its own developed many innovative solutions, but it is exactly the confrontation of available solutions with these present in partner regions that stimulates further development and innovation. There are three actions taking place in the region of South Ostrobothnia inspired by the INTENCIVE project partners' solutions.

First of all, INTENCIVE project has directly influenced the new policy instrument during the write-up process of the new Regional Programme 2022-2025 and as the new Regional Strategy approved in December 2021. Officers responsible for writing the Regional Programme have actively involved several stakeholders from the region, including SeAMK and INTENCIVE project workers while drawing up the content of the Regional Programme.

Second, based on systems available in the Maltese region of Gozo, we plan to adapt and further develop for our regional needs, digital solutions for maintaining social activities among the elderly citizens. Thanks to this, senior citizens maintain their social interaction skills for longer and present increased levels of happiness as they can enjoy, among others, cultural events from the comfort of their homes. The main responsible for this implementation will be SeAMK. To learn how and when continue reading this report.

The third action planned to be adapted for South Ostrobothnian needs is the improved support for the elderly and people with memory disorders, who live at home. The number of these people will continue growing, already in 2023 reaching a level of 25 100 in our region. Based on knowledge gained through speciality studies and surveys conducted throughout the project in all partner regions and including two good practices from Bretagne (France) and West-Transdanubia (Hungary), the City of Seinäjoki plans to conduct an AgeHome project to further support the elderly in South Ostrobothnia and lower pressure on the healthcare system.

These aforementioned actions are just the main part of improvements that will be included in the regional healthcare system, but thanks to INTENCIVE project our stakeholders had a chance to also improve other processes and find inspiration in how specific issues are handled in other regions.

Get more information about each of the actions, how they will be realised and funded, and who is responsible for them by reading this Action Plan report.



## 2. Introduction

### 2.1. Process of the action plan

This paragraph describes the process that we went through to develop this action plan. First, a general description of the development of wellbeing technology in South Ostrobothnia is given, followed by an explanation of the objectives and background of the action plan, and a brief description of how the plan is being implemented and progress monitored. Also, policy instruments and funding opportunities are described. Specific selected Good Practices and actions which then followed are described in chapter three.

#### 2.1.1 Developing wellbeing technology in South Ostrobothnia

The wellbeing technology sector has been developing in South Ostrobothnia for well over two decades now. During that time, several dozen development projects have been implemented in the area by the Hospital District of South Ostrobothnia, municipalities, the South Ostrobothnia Health Technology Development Centre (EPTEK), the Seinäjoki University of Applied Sciences (SeAMK), the Regional Council of South Ostrobothnia (RCSO), and several other actors. Projects have been funded by different regional, national, and international funding programmes.

The South Ostrobothnia Telemedicine Service Center (EPTEK; later the name was changed to the South Ostrobothnia Health Technology Development Centre), founded in 1997 in South Ostrobothnia, specialized in the development of wellbeing technology. EPTEK worked closely with the hospital district, municipalities, associations of municipalities, SeAMK and companies, and implemented several wellbeing technology development projects as well as the field of wellbeing technology. Also, cooperation with local actors has been an important part of its activity. EPTEK together with South Ostrobothnia hospital districts was involved, e.g., as a lead partner in the PrimCareIT project of the Interreg Baltic Sea Region Programme. In 2018, Seinäjoki University of Applied Sciences has acquired EPTEK together with its personnel and expertise and merged it into SeAMK's structures to continue the development of innovative wellbeing solutions.

SeAMK itself has a long (over 20 years) and fruitful history of participating in various wellbeing technology development projects. The Social and Health Care faculty has carried out and continues to carry out research and development projects related to wellbeing technology, paid service activities and in-service training. The wellbeing technology became more and more advanced with time, and a need for staff training became apparent, therefore the faculty began development of training. In 2018, a modern simulation environment was built in SeAMK's Social and Health Care faculty to meet the growing need for simulation training. In addition, with the demonstration environment (SeAMK

Telemedicine Center) introduced by EPTEK and the Seinäjoki Home of Wellbeing (SeiHOW) facility built in 2019 in the HyTeAI project, the unit currently has a good framework for training, testing, and developing wellbeing technology.

The Regional Council of South Ostrobothnia has encouraged local actors to participate in international projects. The RCSO itself has also participated in international projects in the field of health and wellbeing. The Regional Council is also responsible for the distribution of the ERDF funding in the region. Most of the funding will be allocated to development projects that support the improvement of research and innovation capacity and the introduction of advanced technologies.

SeAMK and RCSO are both members of the [eHealth for Regions](#) network, which supports international co-operation and development activities related to health and wellbeing technology. Project and information cooperation are key activities of the network.

### 2.1.2 Goals and background of the action plan

The Interreg Europe programme focuses on interregional learning. The measures planned must be based on the impact of the project and its partner regions and on the identified good practices. In this way there is the exchange of information between regions and policy learning. However, there are often many differences between regions. Therefore, a practice that works well in one area might not be possible as such in another. The transfer of good practice also considers only a partial transfer of a particular solution from one area to another. Often, good practice does not fit as such, but needs to be adapted to suit the local environment.

The INTENCIVE project has collected and evaluated a total of more than 20 good practices. They were evaluated using the BIKVA model. This model was originally developed by a Danish researcher Hanne Kathrine Krogstrup. Bikva is a customer-oriented method of evaluation and development and its name stands for the “service user involvement in quality development”. Its baseline is that the citizens’ perspective of the quality and effectiveness of the services are passed on to the different levels of the organization and finally to the political decision makers. Customers’ experiences thus act as a force for change (Krogstrup, 2004). After the first Bikva interviews (customer groups), the regional stakeholder group selected the five most suitable of the ten good practices. A Bikva assessment of the following user group (employees, managers, decision makers) was carried out. The process of evaluating a good practice is expected to facilitate the understanding of a good practice in partner countries and thus the transfer of information between partner regions. Following the completion of the interviews, each region compiled its Bikva process, and the interview material generated during it, into an evaluation report.

Due to the pandemic, the INTENCIVE project was run almost completely from distance. Towards the end of the project, when situation was better at times, partners were able to meet face-to-face.

Stakeholders and project workers visited Gozo, Malta in November 2021 for a bilateral study visit. Also bilateral study visit to Bretagne, France has taken place in April 2022.

Based on the descriptions provided by the project partners and (online) study visits to partner regions, the project workers together with members of the stakeholder group, determined few good practices which suit the development needs best. Chosen good practices are

- using technology for the wellbeing of elderly with special needs from Gozo, Malta (action 2)
- telemedicine services, client at home with a nurse from Bretagne, France (action 3)
- volunteering application from West-Transdanubia, Hungary (action 3).

How these good practices are implemented and how they fit the local circumstances, are described in detail in chapter 3.

## 2.2. Policy instruments and strategies which influence the action plan

Interreg Europe projects aim to make a positive contribution to the development of Europe's regions. The programme seeks to influence the policy instruments of one's own region. These may include guidance documents, various guidelines and regional funding programs, and legislation. In the INTENCIVE project in South Ostrobothnia, the Regional Programme: South Ostrobothnia of Tomorrow 2022–2025 has been selected as an instrument to be influenced and improved and an action plan describing the selected actions have been drawn up based on it. The actions are based on the project and good practices from its various partner regions.

This action plan aims to achieve two kinds of policy changes. Firstly, project has influenced policy instrument during the write up process of the new Regional Programme 2022-2025 and as the new Regional Strategy (including Regional Programme 2022-2025) was approved in December 2021, we can say that policy instrument change has happened, and it has been influenced by the INTENCIVE project. This is described in detail in action 1 of chapter 3. Secondly, action plan aims at creating new projects and influencing existing projects which then influence the policy instruments by receiving funds. Action 2 aims at applying funds from the European Social Fund which is guided by the Regional Programme 2022-2025. Action 3 aims at influencing funds already received from the ministry for the social and health care reform which is guided by the Prime minister Sanna Marin's Government Programme.

### 2.2.1 Regional Strategy: South Ostrobothnia of Tomorrow 2022–2025

The INTENCIVE project started in the autumn of 2019, when the region has been still realising regional programme for years 2018–2021. In the document, the development of social and health services, experiences of inclusion and technologies are included in Priority 3: Wellbeing of people and communities (multidisciplinary, proactive approach that promotes the wellbeing and functioning of the population, digitalisation, competence, operating environment in change) (South Ostrobothnia Regional Programme 2018). The Regional Programme is updated every four years. This is due to the schedule of political elections in municipalities.

Based on the data collected during the INTENCIVE project, efforts have been made to influence the regional programme, so that health and wellbeing technology solutions would be increasingly more reflected in the new content of the South Ostrobothnia Regional Programme 2022–2025. Project partners had a Teams meeting 25.5.2021 with the person responsible for writing the new Regional Programme for South Ostrobothnia (2022-2025). During the meeting project workers emphasized the importance of health and wellbeing technology to be included in the new upcoming Regional Programme for South Ostrobothnia. The Regional Strategy, including Regional Programme, was approved by the Regional Assembly in December 2021. In the new document health and wellbeing technology are important topics in section “4.2.3. The Wellbeing and Experience Economy” where it is stated that steps forward include:

- Developing and capitalising on new technological health and wellbeing products, innovations and applications
- Developing new services that promote health and wellbeing.

Also, in section “2.4 High quality life and strengthening wellbeing” it includes a step for the cultural wellbeing dimension of various services in design:

- Increase cross-sectoral cooperation between social and health services and between cultural and artistic actors.

South Ostrobothnia will receive a total of approximately EUR 79.2 million (EU contribution) from the European Regional Development Fund (ERDF) and the European Social Fund (ESF+) for the period 2021–2027. Of this, the ERDF accounts for about EUR 36.97 million and the ESF+ for about EUR 11.09 million. The Regional Council of South Ostrobothnia accounts for about half of the ERDF funding. Most of this should be allocated to projects aimed at improving research and innovation capacity and the introduction of advanced technologies. In South Ostrobothnia, the second half of the ERDF funding was allocated to the Centre for Economic Development, Transport and the Environment (ELY Centre) in Central Finland, the main use of which is the growth and internationalization of SMEs. ESF+ funding for South Ostrobothnia is granted to projects entirely through the Central Finland ELY Centre. ESF+ development projects are mainly related to new ways of promoting employment, skills and inclusion.





The implementation of the [Just Transition Fund](#) (JTF) will start in autumn 2022 and the JTF will account for approximately € 31.11 million of total funding. The Regional Programme of South Ostrobothnia guides the allocation of these funds in the region. Action 2 of this action plan is planned to be financed through ESF+ funding, guided by the Regional Programme 2022–2025.

In accordance with the general regulation on EU funds, the managing authority may designate one or more intermediate bodies to carry out its tasks under its responsibility. In Finland, the intermediary institutions are 14 regional councils, four ELY centers and the Finnish Food Safety Authority. Intermediate bodies are also referred to as funding authorities or funders. Intermediate bodies are responsible, for example, for publishing project applications, selecting projects, making grant decisions and making payment decisions. They also provide information on funding, monitor projects and carry out inspections. The regional programs of each region and the priorities of smart specialization play a key role in the regional context. The strategic goals of the South Ostrobothnia Regional Program guide the implementation of the regional and structural policy program.

#### Regional Cooperation Groups (MYR)

All regions have a statutory regional co-operation group (MYR) which co-ordinates Structural Fund activities in the region. It also monitors and controls the planned implementation of Structural Fund programs. MYR makes decisions on major projects in the EU's regional and structural policy program. MYR is made up of representatives of various central organizations, regional authorities and municipalities. The secretariat of the co-operation group prepares MYR's matters and decides on some matters independently. The regional council appoints a co-operation group for the term of office of the municipal councils.

### 2.2.2. National level political goals

Social and health care reform is currently underway in Finland. From the beginning of 2023, the responsibility for organizing social and health care and rescue services will be transferred from municipalities and associations of municipalities to 21 wellbeing service counties. South Ostrobothnia will become one of these counties. This reform offers a great potential for the INTENCIVE project to affect the overall planning of how eHealth is used in the new organisation. Action 3 of this action plan directly addresses this important point. Action 3 aims at influencing funds received from the ministry for the social and health care reform which is guided by the [Sanna Marin's Government Programme's strategic theme 3.6. Fair, Equal and Inclusive Finland](#). In particular, Objective 4 "Improving healthcare and social welfare services" where it is stated that "*Finland will be a country where everyone has equal access to care and treatment when they need them. Health and social services will be efficient and cost-effective and will be based on people's needs and life situations in flexible and comprehensive ways. Better services will strengthen trust among service users and professionals.*"



From beginning of year 2023 Wellbeing Services County will be a self-governing public entity responsible for organising publicly funded healthcare and social welfare and rescue services in its geographical area of operation. The aim of the Governments reform is to improve the interoperability of basic and special services and the seamless operation of social and health services and emergency services. Public services provided by the county include, for example, primary health care, special medical care, social care, dental care, mental health and substance abuse services, services for the disabled and housing services for the elderly. Municipalities will continue to be responsible for day care, education, sports and culture, among other things.

Alongside the creation of wellbeing service counties, projects have been created to smoothen the process of the reform. These are ‘the Social and Health Center of the Future’ project, ‘the [Toimeksi](#) project’, ‘the Social and Health Care Reform’ project in South Ostrobothnia and, most recently, the AgeHome (IkäKoti) project which is described in Chapter 3.3. more preciesly.

[The Finnish National Age Programme](#) encourages ensuring the most functional aging possible and building an economically and socially sustainable service system. The aim is to prepare for a large-scale aging population. The goals of the age program for 2020–2023 are:

- Elderly are able to function for longer
- The working capacity of older working people has improved, and careers have lengthened, especially in services for the elderly
- Technology, artificial intelligence, and robotics have increased wellbeing
- Volunteering has an established role in an aging society
- Housing and living environments are age-friendly
- Services shall be provided in a socially and economically sustainable manner.

The content of the INTENCIVE action plan relates in particular to point “3. Technology, artificial intelligence, and robotics” as enhancers of wellbeing. Intelligent technologies to support the wellbeing, and health promotion and care for older people are increasing and improving the wellbeing of older people.

The Ministry of Social Affairs and Health (STM) has launched a wellbeing artificial intelligence and robotics programme called [Hyteairo](#), which brings together and coordinates the development of the sector. As part of it, the national framework for the technology and operating model supporting housing at home, [the KATI project](#), has been prepared. The Home Living Technologies for the Elderly (KATI) programme, funded by the Ministry of Social Affairs and Health and supported by the Finnish Institute for Health and Welfare (THL), promotes the utilization of new technologies in home living, home care and home delivery services. The programme will be implemented in joint municipal projects in 2021–2022 and development will be linked to the social and health care reform.

The goal of the KATI programme is to renew the operating models and services available for elderly living at home by utilizing technology. The aim is to maintain the functional capacity and wellbeing of

the person living at home, to support independent and safe living and to promote the services brought home. In addition, the aim is to increase the wellbeing at work and reduce the workload for the home care personnel. Through the KATI program, new technologies are developed, piloted, and introduced in the social and health care areas in a systematic and nationally coordinated manner. The introduction and use of new technologies produces positive welfare effects and social and health care personnel effects, as well as cost-cutting effects.

As part of its innovation policy, the Ministry of Economic Affairs and Employment in Finland has prepared [a Growth Portfolio](#), which defines Finland's most promising growth opportunities. Finland has a high level of expertise, especially in the areas related to the energy transition, information networks, the utilization of new technologies, health and wellbeing technology and new forms of data economy operations. Health technology provides business, export products and jobs to Finland. Exports of the health technology are over € 2 billion a year, growing at more than 5 percent a year. In addition to exports, the sector attracts foreign investment, especially private equity, which has been growing strongly in recent years. Health technology expertise will also increase the effectiveness and sustainability of domestic health care as local health care improves. In Finland, telemedicine reduces regional inequalities. Companies and universities have a lot of useful expertise in related areas (e.g., mobile technologies, electronics, biotechnology, and materials technology), and the ability to work together with different actors and high-quality social and health care data available, which provides a strong basis for innovative product development.

The social and health care reform is included in the Sanna Marin's Government Programme. Government has decided about the financing of forming the Wellbeing Services Counties. The AgeHome project has received 1,2 million in South Ostrobothnia for developing homecare processes.

### 2.1.3. Implementation and monitoring of the action plan

Interreg Europe Programme's funding defines a one-year follow-up period for the INTENCIVE project, starting on 1<sup>st</sup> August 2022 and ending on 31<sup>st</sup> July 2023. The aim of the funding programme is to be able to achieve the actions set out in the plan within that timeframe. This has limited the actions included in this plan. The actors have had to consider what actions can be implemented in one year.

A regional stakeholder group has been active in South Ostrobothnia during the project. The stakeholder group composed of experts in the field of wellbeing technology and has supported the progress of the project, the identification and sharing of good practices, and the preparation of a regional action plan. The stakeholder group includes all major players in the region. In addition to the Regional Council of South Ostrobothnia and Seinäjoki University of Applied Sciences, the stakeholder group composed of organisations such as vocational education and training center (Sedu), South Ostrobothnia Chamber of Commerce, South Ostrobothnia entrepreneurs association, South Ostrobothnia Hospital District, Seinäjoki Social and Health Care Center, the South Ostrobothnia Memory Association, Seinäjoki city

development company (Into), Kuortane Olympic Training Center, Primary Social and Health Care districts of Suupohja, Kaksineuvoinen, Kuusiokunnat, Järvi-Pohjanmaa and JIK, and Ostrobothnia Centre of Excellence on Social Welfare. The social and healthcare sector is undergoing a transformation in Finland, and there have also been personnel changes in South Ostrobothnia because of the social and healthcare reform. These changes have also affected to the stakeholder composition of the INTENCIVE project. On the other hand, the social and healthcare sector reform provides a good seam for the project to influence the priorities of health and wellbeing technology in the process of establishing a new wellbeing service county.

Monitoring of this action plan is done by the Regional Council of South Ostrobothnia and SeAMK. During the one-year follow-up period, project workers evaluate progress three times. Local meetings with the project workers are set up every four months. Project partners also report back to the whole consortium during a project meeting. Also, reporting is done to the Interreg Europe Secretariat as part of the normal reporting process. Action 1 is evaluated by the number of new projects financed through the policy instrument. Action 2 is especially monitored by evaluating the success of applying the project and the amount of funds received for this action. Action 3 is monitored by evaluating how well the good practices have been taken in use at the South Ostrobothnia Wellbeing Services County.



### 3. Actions

#### 3.1. Action 1: Addressing health and wellbeing technology solutions as a priority within the Regional Programme 2022-2025

##### 3.1.1 Introduction

Project has influenced the new policy instrument during the write up process of the new Regional Programme 2022-2025 and as the new Regional Strategy (including Regional Programme 2022-2025) was approved in December 2021, we can say that policy instrument change has happened, and it has been influenced by the INTENCIVE project. Officers responsible for writing the Regional Programme have actively involved several stakeholders from the region, including SeAMK and INTENCIVE project workers while drawing up the content of the Regional Programme.

##### 3.1.2. Relevance to the project

Although there have been some projects related to cultural wellbeing in the region previously, the study visits and good practices gathered during the project have strengthened the importance of the subject. For example, good practice from Gozo, Malta, namely "Using technology for the well-being of elderly with special needs" and good practice from West-Transdanubia, Hungary "STAGE: Streaming culture for elderly". Both good practices highlight the relevance of culture in relation to wellbeing. These good practices have been examined by the project workers carefully through the different presentations from the project partners.

There have been several lessons learnt from the project related to the importance of developing and capitalising on new technological health and wellbeing products, innovations and applications. There are several good practices on distance care and different e-portals which have been provided inspiration, for example, E-Kermed Telemedicine service offer in Bretagne, France and Alarm system for the elderly in West-Transdanubia, Hungary. Both good practices have been presented in the study visits and project workers have carefully red information provided through good practice descriptions and evaluations of Bikva interviews.

INTENCIVE project has provided inspiration to the officers writing the Regional Programme. The future and development needs of wellbeing technology have been described and analysed in several workshops organized by the Regional Council. Lessons learnt from the INTENCIVE project have worked as basis and inspiration for project workers.



### 3.1.3. Implementation

Based on the data collected during the INTENCIVE project about the different good practices, project workers have influenced the regional programme, so that health and wellbeing technology solutions would be increasingly more reflected in the new content of the South Ostrobothnia Regional Programme 2022–2025. Project partners had a Teams meeting 25.5.2021 with the person responsible for writing the new Regional Programme for South Ostrobothnia (2022-2025). During the meeting project workers emphasized the importance of health and wellbeing technology to be included in the new upcoming Regional Programme for South Ostrobothnia. The Regional Strategy, including Regional Programme, was approved by the Regional Assembly in December 2021. In the new document health and wellbeing technology are important topics in section “4.2.3. The Wellbeing and Experience Economy” where it is stated that steps forward include:

- Developing and capitalising on new technological health and wellbeing products, innovations and applications
- Developing new services that promote health and wellbeing.

Also, in section “2.4 High quality life and strengthening wellbeing” it includes a step for the cultural wellbeing dimension of various services in design:

- Increase cross-sectoral cooperation between social and health services and between cultural and artistic actors.

### 3.1.4. Participants

Regional Council of South Ostrobothnia has been a key player in the process of policy change. Persons responsible for writing the Regional Programme have been contacted by the persons working in the International Affairs (in charge of INTENCIVE project). Officers responsible for writing the Regional Programme have organized several Teams meetings where INTENCIVE project workers have taken part and presented inspiration from the project.

Seinäjoki University of Applied Sciences (SeAMK) has been active player in exploring good practices and influencing Regional Programme in several Teams meetings and workshops organized by Regional Council.

Stakeholder group in the region has also been active in discussing topics of wellbeing technology. They have also participated as representatives of their own organizations in different workshops of developing Regional Programme. Project workers have actively presented the stakeholder group with several good practices presented during the INTENCIVE project.



### 3.1.5. Timetable

During phase 2 project workers will monitor the number of projects funded from ERDF which support development of Wellbeing technology. Estimation of those projects is 1-2 during phase 2. First call will likely open before summer 2022 and based on previous experience there is another call during beginning of year 2023.

## 3.2. Action 2: Developing social activities for elderly through technology

### 3.2.1 Introduction

The aim of the action is to pilot new innovative ways to maintain and promote the physical, mental and social wellbeing and functioning of elderly. Aim is also to increase the opportunities for service providers in the region to take advantage of various technologies to provide rich, diverse and interactive content for the social activities of older people e.g. by allowing an easier and better online access to live cultural events (theatre plays, concerts, opera performance, museum exhibits).

This implementation has a preventive perspective aimed at avoiding a decline in functional capacity and enabling older people to have a meaningful, social and entertaining experience at every stage of their lives. It lets elderly people increase their social participation level by enjoying culture from the comfort of their homes. The aim is to support the inclusion and community of older people.

The staff of the service providers and the elderly themselves are involved in the planning of the content of the day activities. The ease of use and accessibility of the technologies will be taken into account to make sure that all participants can enjoy it. The target group of the measure is the elderly living in service housing or enhanced service housing (service houses, group homes) and the elderly living in institutional care (nursing homes). In addition, the target group are the elderly care service providers that can learn new care methods and how to offer social activities to elderly through technologies to maintain and improve their physical, mental and social wellbeing and functioning.

### 3.2.2. Relevance to the project

The Action 2 is a transfer of the following good practice from Malta: "Using technology for the wellbeing of elderly with special needs" to the South Ostrobothnia region. This good practice includes usage of educational tablets in public day-care centres, customized according to the individual likes of the elderly and the setup of computer laboratory equipped for special needs e.g., touchscreens (Android tablets and wide touch screens), in public day-care centre. Service users have weekly IT



sessions with tailor-made programmes and applications according to their needs, abilities and preferences. Software are continuously adapted to the clients' needs and hobbies and they vary from educational software, games, physical activity software to software related to hobbies such as cooking and music. These services were evaluated to be very important to clients especially during Covid-19 restrictions. Adjustment to this transferred good practice is, that at day-care centers or nursing homes in South Ostrobothnia, the technologies are planned to be used mostly at common rooms with groups of people to increase the social cohesion. Another adjustment is that since clients are all elderly in South Ostrobothnia, all the content is planned to this age group.

During the INTENCIVE project life cycle, we have been collecting information from the Maltese good practice from various sources and ways. Firstly, we have closely examined information provided to the policy learning platform and information gathered by Ministry of Gozo through the Bikva-interviews and the evaluation report created. This initial learning has taken place during the first year of the project. Secondly, South Ostrobothnia has taken part in the online study visit arranged by Ministry of Gozo during fall 2019. During local stakeholders' meetings in the region, project workers have presented the good practices from Malta and noticed great interest towards it. Finally, we also participated together with stakeholders to the bilateral study visit November 2021 live in Malta.

### 3.2.3. Implementation

The staff of the participating service providers and the elderly themselves are involved in the planning of the content of the social activities. Therefore these activities cannot be planned in detail but the activities presented below are possible.

For example, one of the solutions provided to the elderly living in service housing, enhanced service housing (service houses, group homes) and institutional care (nursing homes), can be the HILDA service platform. HILDA is an easy-to-use and versatile content service designed for the everyday life of care homes. With the help of HILDA, the staff of the nursing home can easily arrange meaningful activities for the residents. The easy-to-use service is used on the nursing home TV. The contents of the service can be used in the daily life of a nursing home to activate physical functioning, elevate mood and improve quality of life, alleviate behavioural disorders and support mental functioning. The service considers the dimensions of mental, physical, cognitive and social functioning in various ways. More and more content can be created based on the wishes of the residents and staff of the nursing home. Possibilities of use are e.g., chair gymnastics moments designed by physiotherapists, music and remembrance sessions as well as various nature experiences and armchair trips. It is planned that HILDA platform is piloted in 2-3 nursing homes.

During the project, based on needs and wishes of staff and the elderly themselves, SeAMK is piloting at service providers' common facilities the already existing but innovative and new technologies that the service providers do not currently have. These technologies include the Yeti tablet and the Magic Floor.



Yeti tablet is a big android tablet where it is possible to install different applications which support activity and rehabilitation of different customer groups. For example, it is possible to play crossword puzzles together with a group of people. The Magic Floor includes over 500 different applications / games. Projector reflects images on the floor. These applications also support different customer groups for activities and rehabilitation. Usage of these technologies is different, and they are used in different ways although similarities do exist. These technologies can be used alone or in a group, making it possible to support community. These technologies allow also for a design of various content and content packages answering different needs, depending on the situation e.g., for maintenance and promotion of physical, mental, and social functioning and can be compiled into a workbook. It is planned that the Yeti tablet and the Magic Floor are piloted in 2-3 nursing homes.

During the project, based on needs and wishes of staff and the elderly themselves, SeAMK can also pilot content implemented with Virtual Reality glasses (VR technology). This could be piloting existing content, which is easier to obtain but there is a limited availability of suitable content. The available content to promote physical, mental and social functioning of elderly will be identified and compiled into a workbook during the project. Alternatively, VR pilots may also include creating new content on VR glasses and piloting it. This way it is possible e.g., to visit environments chosen by elderly using VR glasses. It is planned that VR contents are piloted in 2-3 nursing homes.

During the project, based on needs and wishes of staff and the elderly themselves, the project can also design and pilot easy-to-use and meaningful remote connections to communicate with relatives and loved ones. It is planned that remote connections with relatives are piloted in 2-3 nursing homes.

In addition, during the project, the most recent and innovative wellbeing technology solutions available to promote physical, mental and social functioning of elderly will be mapped and evaluated. If these solutions exist and are available, these are planned to be piloted based on needs and wishes of staff and the elderly themselves.

### 3.2.4. Participants

INTENCIVE project partner, SeAMK, will be the main applicant of the project and will hold main responsibility for implementing the action. SeAMK will include in the project several stakeholders such as service providers for the elderly, service providers providing intensive care (service houses, group homes) and institutional care (nursing homes) in South Ostrobothnia. It is planned that 8-10 elderly care service providers (SMEs) participate the project.

In addition, if there are most recent and innovative wellbeing technology solutions to promote physical, mental and social functioning of elderly, the technology companies are contacted and included in the project to pilot these solutions.



Regional Council of South Ostrobothnia follows the project and its implementation but does not take actively part. By signing this action plan, the Regional Council of South Ostrobothnia realizes the importance of this action and its relation to the Regional Programme. Regional Council, as the managing authority of Regional Programme, aims for the wellbeing of the people in the region. Council also supports and works together with the local stakeholders in order to highlight co-operation in the region.

### 3.2.5. Funding

Funding will be applied from the European Social Fund measure 4 “Employable, skilled and inclusive Finland” which allows supporting SMEs and includes supporting work revolution, increasing digitalisation and development of services. Approximately 150.000 euros will be applied from the programme to complete the project. ESF+ is part of the Regional and Structural Policy Programme for 2021-2027 which is guided in the region with the Regional Programme of South Ostrobothnia. Action 2 especially influences Regional Programme’s section “4.2.3. The Wellbeing and Experience Economy” where it is stated that steps forward include “Developing and capitalising on new technological health and wellbeing products, innovations and applications”.

### 3.2.6. Timetable

The new EU regional and structural policy programme will kick-off during spring 2022. SeAMK will design content of the application during spring/summer 2022 and project will be applied during fall 2022, depending on how the calls are open.

It is planned that the project will start 1.1.2023 and last for two years. During the INTENCIVE project Phase 2 it can be monitored whether the Action 2 is financed or not. In addition, if the Action 2 is financed, it can be also monitored during the spring 2023 how many elderly care service providers (SMEs) join the project in its first phase and what are needs and wishes of staff and the elderly themselves for social activities with technologies.

### 3.2.7. Risk and contingency plan

The new EU regional and structural policy programme has an open call. Therefore there is a possibility that the Action 2 is not financed. In case the project would not be financed SeAMK can implement some of the planned activities of this Action with social and health care students that perform their



practical training in SeAMK Living lab premises during the spring 2023 and autumn 2023. In that case the activities are performed in a smaller scale.

### 3.3. Action 3: Supporting elderly living at home (AgeHome project)

#### 3.3.1. Introduction

As part of the establishment of Wellbeing Service County in South Ostrobothnia, several projects are underway to harmonize practices related to the welfare of the elderly in the county. The target group of the AgeHome project is elderly people living in South Ostrobothnia and their relatives. Guidance and counselling services are sufficient for many customers. Another group is older people who need a lot of services. The third group is people with varying degrees of memory disorders. According to statistics Finland's population forecast (30.9.2021), there will be 14,568 women and 10,532 men over the age of 75 in South Ostrobothnia in 2023. There will be a total of 25,100 of them. The number of elderly people in the region will increase considerably.

The number of people needing customer guidance for the elderly has risen considerably in recent years throughout the region. The number of contacts is estimated to have been just over 30,000 last year. There was a total of about 3,000 emergency phone customers in August 2021. According to Sotkanet, 18.2% of those over the age of 75 received regular home care in 2020, which means about 3,500 people. In 2020, 6063 residents over the age of 75 visited the joint emergency department. They had a total of 10,798 visits.

The goals of the AgeHome project in South Ostrobothnia are as follows:

- Up-to-date and operational ICT and technology solutions are in use
- The activities and processes of customer guidance for the elderly are consistent, the assessment of the need for services is equitable and the processes of multi-professional interface work are described, and the operating models created are in use.
- Home care processes are consistent and information management tools are used systematically and as planned
- The processes of home care medical services are described, and the services are available 24/7
- Seniors living at home receive rehabilitation at the right time and in the right place
- The service chain for people with memory problems works and the services are customer-oriented
- The position and competence of gerontological social work has been strengthened as part of guidance, counselling, assessment of the need for services and implementation of services
- The coordination model for volunteering for the elderly works in the county.



With the establishment of the new Wellbeing Service County, combining services and practices of 18 municipalities is a challenging process and requires a lot of cooperation and development projects.

### 3.3.2. Relevance to the project

In particular, the following good practices are being transferred:

- Telemedicine services, client at home with a nurse from Bretagne, France
- Volunteering application from West-Transdanubia, Hungary

During the INTENCIVE project life cycle, we have been collecting information from the Hungarian and French good practices from various sources and ways. Firstly, we have closely examined information provided to the policy learning platform and information gathered by INTENCIVE partners through the Bikva-interviews and the evaluation report created. This initial learning has taken place during the first year of the project. Secondly, South Ostrobothnia has taken part in the online study visits arranged by Hungarian and French partners (Bretagne November 2020 and West-Transdanubia February 2021). During stakeholders meeting in the region, project workers have presented the good practices from partners and noticed great interest towards them. Partners from South Ostrobothnia have also taken part on online bilateral meeting in March 2022 with the Hungarian partners to learn more about the Volunteering application. Stakeholders from the AgeHome project and Volunteering Association Consortium have also taken part to this online meeting. Partners will also attend to physical bilateral study visit during April 2022 in Bretagne, France. The lessons learnt from the study visit will be included in this action plan after the visit.

Volunteering application from West-Transdanubian region, Hungary is a community service app. It has a strong basis for the need of connecting elderly and young people as in Hungary secondary students have to a compulsory volunteering of 50 hours and this causes a lot of paperwork. In Finland we do not have this the same way, but associations are keen on finding new ways how to get younger people involved in volunteering. Such an application where people can find relevant organizations and events where you can sign up and join easily could offer a gateway for younger generations to attend volunteering more likely. Even though the application does not have same kind of need base, there are still many options that could help arrange volunteering services in the region. For example, different care giver organizations can register their need in the application. Volunteers can find their matches based on what they prefer (is it for example work with elderly or with children).

### 3.3.3. Implementation

AgeHome project will create a coordination model for volunteering for the elderly works in the county. Model will take lessons learnt in the INTENCIVE project and especially the good practice from Hungary and implement a model where volunteering is arranged in South Ostrobothnia in a more organized way and with the help of technology. Aim is to get more people involved in volunteering, get new people interested and find an easy way to manage it.

### 3.3.4. Participants

City of Seinäjoki is the AgeHome project applicant and responsible for the project. All municipalities in South Ostrobothnia participate and from the beginning of year 2023 the South Ostrobothnia Wellbeing Service County is the responsible partner. Development manager from Seinäjoki University of Applied Sciences, project partner of INTENCIVE, is a member of the steering committee.

Volunteering Association Consortium of South Ostrobothnia supports the project and offers its expertise in the field. 13 different social and health care non-profit associations belong to the Volunteering Association Consortium. Association is funded by Ministry of Social and Healthcare, South Ostrobothnia Hospital District and City of Seinäjoki.

Secondary and higher education in the region is involved in the project by offering their knowledge related to the students and their needs. Education units will work as contact points.

Regional Council of South Ostrobothnia follows the project and its implementation but does not take actively part. By signing this action plan, the Regional Council of South Ostrobothnia realizes the importance of this action and its relation to the Regional Programme. Regional Council, as the managing authority of Regional Programme, aims for the wellbeing of the people in the region. Council also supports and works together with the local stakeholders in order to highlight co-operation in the region.

### 3.3.5. Funding

There is already existing funding received from Ministry of Social and Health Care due to the Social and Health care reform and funding is granted through the Marin's Government Programme. Funding for the whole AgeHome project is around 1,2 million euros. There is one full time development planner for ICT and technology and one part-time employee for the planning of volunteering services (to be hired).

### 3.3.6. Timetable

Project is on-going and will be implemented until end of the year 2023. The aim is to arrange well working volunteering services in the county. Good practice from Hungary has been examined closely during the spring of 2022, together with the employees of the AgeHome project. The project will be implemented during autumn of 2022 and winter of 2022–2023. From the beginning of 2023, the wellbeing services county in South Ostrobothnia will start its official operations and the management of the project will be transferred to the new organization.

## 4. Signature

The Regional Council of South Ostrobothnia realizes the importance of implementation of this action plan. I, Heli Seppelvirta, confirm that I have the required authority of my organization to sign and that the required authorization process of my organization has been duly carried out.

Date and place

Official stamp

Heli Seppelvirta  
Regional Mayor  
Regional Council of South Ostrobothnia