

Each one of us, should produce example for one of the service areas!

1. Stakeholders

Identify

Stakeholder map

STAKEHOLDERS	Interests they have and benefits they can get from the project	Contributions and resources they can provide	Expectations and requirements of the project	Interests that can conflict with the project	Actions to address these conflicts of interests
1 Elderly who may ADL on their own	- Better quality of life	- Club membership - voluntary work - Financial	- Life improves -	Reluctant to be involve	Encouragement from trusted individuals
2 Elderly individual's family	- Less worry - work	- Support - encouragement - Financial - endorsement	- expects quality of life to improve -	- Increased demands placed on family	- include family in activities
3 Local Organisation Clubs	- Increased membership - participation - media attention - sponsorship	- Provide activities - adapt to new demands - organisation	- increased membership	Club competition - more paperwork	Support paperwork - admin
4 Paid service providers / business	Financial PR	service - adapt	make money	competition between businesses	Open to all providers

community leaders / influencers

Church
Charity Organisation
Transport providers
Local Authorities



1. Policy/Service goals

Details	Policy/Service goals
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WHAT

Problem / need / opportunity do we want to solve / meet

People living at home to
~~(KEEP LIVING AT HOME AND)~~ MAINTAIN SOCIALLY ACTIVE LIFE (INDEPENDENT)

WHO

has the problem / need

WHO CAN MANAGE ADL ON THEIR OWN
ELDERLY ~~WITHOUT MOBILITY ISSUES~~

WHY

should the Region solve it

~~cheap stay at home~~ → less medication
less need for care services
↑ QOL
happy 😊

WHERE

is the problem / need

WHOLE TOWN

WHEN

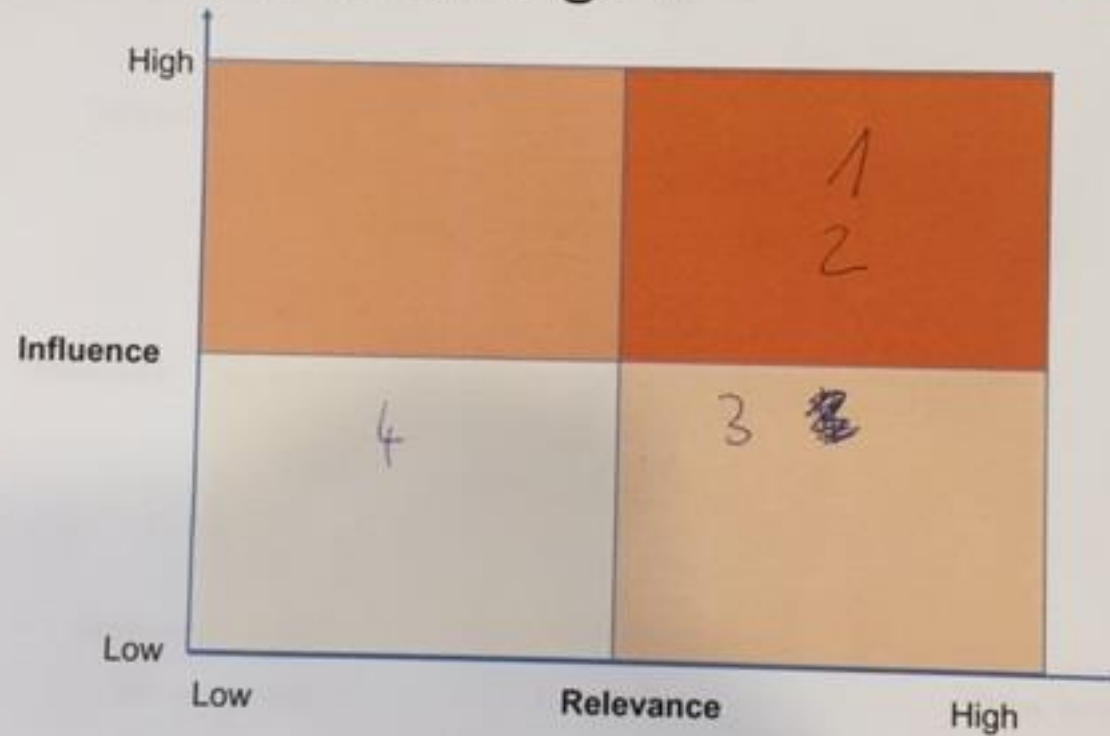
does the problem need to be solved / need be met

~~Continuously needs to be addressed~~ 5 years 60% are socially active

Influence/relevance grid

2. Stakeholders

Identify



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Personas

3. Digital services

Co-create

Demographics

Name: Mary
Age: 71
Relationship status: Widowed
Job: Retired

Gender: ♀ M
Location: 25km from town
Children: Yes 3 40's

Photo/Sketch



What do they enjoy?

Country music, knitting, picking mushrooms
Looking after her dog,

What distinguishes them from others?

Open to trying new activities
- Lonely

What are their goals?

Become more socially active
- be able to do things she "enjoys" *

What keeps them awake at night?

- Security
- Some of her friends have passed away

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Unmet needs

1. Whose unmet need is it?

Mary's

2. What is their unmet need? (in 10 words or less).

Lack of social interaction and security +
meaningfulness

3. How is this unmet need currently overcome?*

currently ~~being met~~ by family + dog
tries to compensate
X telephone is vital

4. Why has this unmet need not been satisfied?

- Lack of transport / licence / distance
- Family moved away
- activities are far away

5. Why is it important to meet it?

- Affecting her health - mentally - depression
Anxiety, confidence, belonging - want to be
a part of the community again

Should be "how does it affect them?"

Impacts

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating
Keep elderly living at home SOCIALLY ACTIVE	Platform to book events & transport	ELDERY LIVING AT HOME	Feeling socially active	1
		ACTIVITY CLUBS	Increase membership	3
		FAMILY MEMBERS	Peace of mind	4
	LOCAL ADMINISRE.	KEEP SEC. VISITS CONSTANT (inc. demogr.)	2	

Indicators

Service	Stakeholder (groups)	Impact	Indicator	Market or Proxy Value
PL	ELDERLY LIVING AT HOME	Feeling ^{Being} socially active	# of visits Survey index	
		Digital competence		
	ACTIVITY CLUBS	Increase memberships	# of memberships*	
		Increase sponsorship	total sp. revenue ↔	
	LOCAL ADMINISTR.	KEEP COST OF "SECURITY VISITS" TO PRESENT LEVEL	# yearly visits	# avoided visits cost of visit