

# MobileAge

Delivering open and personalised mobile access to public services for senior citizens

## At a Glance

**Title:** Mobile Age

**Call identifier:** H2020-INSO-2015: CNECT

**Topic:** INSO-1-2015:

ICT-enabled open government

**Total Budget:** €2,923,993.75

**Project duration:** 36 months

**Start Date:** February 1st, 2016

**Project Coordinator:** LANCASTER UNIVERSITY (ULANC)

**Consortium:** TINGTUN AS (TT), AGE PLATFORM EUROPE AISBL (AGE), EVANGELISCHE STIFTUNG VOLMARSTEIN (FTB), GOVERNMENT TO YOU (GOV2U), INSTITUT FUR INFORMATIONSMANAGEMENT BREMEN GMBH (ifib), ARISTOTELIO PANEPISTIMIO THESSALONIKIS (AUTH), UNIVERSIDAD POLITECNICA DE MADRID (UPM), AYUNTAMIENTO DE ZARAGOZA (ZGZ), REGION OF CENTRAL MACEDONIA (RCM).

**Project Website:** [www.mobile-age.eu](http://www.mobile-age.eu)

**Keywords:** ageing society, digital divide, social inclusion, age-friendly environments, older persons, independent living, mobility, safety, accessibility, health information, open data, open government, public services, apps, e-government, transparency, participatory design, user analytics, civic technology

## The concept

Mobile Age works on **digital mobile applications, based on open data, helping senior citizens access public services in their community in an easier, more personalised and efficient way.** Such mobile applications will be tested in **four pilot sites** in Europe (UK, Germany, Spain and Greece).

Older persons' needs and expectations towards digital services are rarely understood. In order to cope with this, Mobile Age is based on the concept of **co-creation and will develop mobile open government services that are created together with senior citizens.** This means that older persons themselves will decide which services they want to access, which kind of applications they would like to use, and which requirements in terms of accessibility and mobility they opt for. This will allow citizens, in particular senior citizens, to become part of what we call **open government** (online access to public services and information using open data), which will be mutually shaped by older persons, empowered to improve the quality of life in their communities.

**Mobile Age ensures the inclusion of seniors in digital services, eases their administrative tasks thanks to user-friendly applications, and supports their access to civic participation, active ageing and their involvement in developing age-friendly communities. The project will also increase transparency and trust in public administration through sharing and reuse public information.**

## From concept to innovations

The project will be implemented in four pilot sites, which are very complementary in terms of local/regional authority, urban/rural features, and the presence of experts/new comers on e-government: South Lakeland (UK); Bremen (Germany); Region of Central Macedonia (Greece); and Zaragoza (Spain).

Each one of these four pilot sites will work on a specific use case of relevance for seniors' citizens: social inclusion (Bremen), extending independent living (South Lakeland), a safe and accessible city for seniors (Zaragoza) and personal health information (Central Macedonia).



Pilot Site	Topic/Case of relevance
Bremen (DE)	Social Inclusion
South Lakeland (UK)	Extending Independent living
Zaragoza (ES)	Safe & accessible city for elderly people
Central Macedonia (GR)	Personal health information

To concretise this, the project will work on two streams:


- The **process innovation**, where studies on co-creation methodologies and open data based public services will be analysed, co-creation activities (workshops, surveys) will be organised, and an evaluation and impact assessment framework as well as policy recommendations will be developed;
- The **technical innovation**, where developers work on the technical platform and software to be used to develop the mobile applications, based on the outcomes of the co-creation activities;


Both streams will work in a complementary way: focusing on the process will allow understanding the needs of users and their behaviours in their contexts, while the technical component will ensure the integration of users' needs in the mobile applications as well as the transferability of data, thus supporting both the dissemination, scale-up and transferability of the project's findings.

Throughout the project, particular attention will be paid to:

- The use of available open data to provide citizens with location-based information and better access to on-line public services;
- The personalisation of access means to public services through user profiles that automatically adapt the content to the citizen's preferences in terms of type of information, presentation and accessibility;
- The integration of disparate public services and sources of information into a single entry point;
- The availability of the mobile application on different devices and in diverse situations (outdoors, in transit, at home, etc.);
- The project team will also analyse users' behaviours on the applications to gain an insight into the opportunities and challenges seniors experience when using mobile technology.

## Stay in touch!

 [www.mobile-age.eu](http://www.mobile-age.eu)

 [info@mobile-age.eu](mailto:info@mobile-age.eu)



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## Three innovations offered by Mobile Age

The project will firstly produce **digital applications** to be used and scaled-up in local authorities throughout Europe. To do so, it will make sure that its technical innovative platform, **the Open Senior Citizen Public Service Engagement Platform (OSCPSEP)** used to build the applications will be re-used in other contexts and by other public authorities.

Moreover, it will compile a **Best Practice Guide for Co-Creation of Open Public Services** and publish **policy briefings** targeting European, national, regional and local public authorities.

Mobile Age will also publish a framework for impact assessment and evaluation for co-creation approaches in the field of open public services for older persons.