The role of Informal Care as a market factor in SOPHIA presented @ AAL Forum 2014

SOPHIA project is co-funded by the national funding authorities of the participating countries under AAL Joint Programme

Senior Occupation after Profession: Habit Intriguing Adults

Anna Palaiologk, ISOIN
11 September 2014
1. Project overview
2. User Scenario
3. Platform and Services
4. The role of Users in SOPHIA
5. The role of Informal Care in EU ICT for Ageing
6. The role of Informal Care in SOPHIA
7. Consortium
Summary:

• network of senior adults after retirement who would like to continue offering their skills.
• network of companies and enterprises needing vanishing expertise
• technology that will handle transactions

Duration:
30 months, July 2014 – December 2016

www.sophia-aal.eu
65 years old doctor

retirement documents

SOPHIA - a word for wisdom

opportunity to continue offer his services

Option to unsubscribe any time

agreed to join

phone rang

meeting George and SOPHIA

speech on heart diseases + demo of platform

George started answering questions every now and then
3. Platform and Services

**SOPHIA core Platform Engines**
- Social Platform
- Recommendation System
- Payment System

**SOPHIA Services**
- Find Experts – Fix an appointment
- Take Online Advices
- Seminars
- Tutoring

**Behavioral analysis**

DBMS
1. Expert’s Data
2. User’s Data
Older adults can:

• Continue offering **professional services** as they used to
• Provide **limited services**
• Provide **online advice** through the forum of the platform
• Provide **seminars** to people of their profession
• **Tutor** young people in the beginning of their career or other experts
## 2. The role of Informal Care in EU ICT for Ageing

<table>
<thead>
<tr>
<th>Geographic regions</th>
<th>Funders</th>
<th>Providers</th>
<th>Direct carers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anglo Saxon</td>
<td>Strong state funding role (the largest in Europe), with some commercial funding</td>
<td>Mainly commercial sector and the state, with some civil and informal providers</td>
<td>Mainly informals and civil society carers</td>
</tr>
<tr>
<td>Scandinavian</td>
<td>Strong state funding role, also insurers, informals and commercials</td>
<td>Mainly commercial providers with some informals and state</td>
<td>Informals, the state and commercial sector carers</td>
</tr>
<tr>
<td>Continental</td>
<td>Mixed funding model: state and insurers, also informals and some commercials</td>
<td>Mainly commercial provision and some civil society and informals</td>
<td>Mainly civil society and informal, with some state, carers</td>
</tr>
<tr>
<td>Mediterranean</td>
<td>Mixed funding model: state, commercial and civil society, and small informals role</td>
<td>Commercial sector by far the largest provider with others having small role</td>
<td>Mainly informal and civil society carers, with smaller commercial and state roles</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>Mostly only state and commercial funding roles</td>
<td>Mainly commercial with some state providers</td>
<td>Important informal and civil society carers, with some commercial and state role</td>
</tr>
<tr>
<td>Europe as a whole</td>
<td>Mainly state funding but all other actors involved</td>
<td>Mainly commercial provision but all other actors involved except insurers</td>
<td>Mainly informals and civil society carers, with some role for commercial and state actors</td>
</tr>
</tbody>
</table>

Source: Study on business and financing models related to ICT for ageing well prepared for the European Commission DG Communications Networks, Content & Technology
2. The role of Informal Care in SOPHIA

ACTIVE
through volunteering:
assisting older adults use the platform

PASSIVE
as secondary users:
receiving trainings provided by older adults
## 6. Consortium

<table>
<thead>
<tr>
<th>Participant no.</th>
<th>Participant organisation name</th>
<th>Participant short name</th>
<th>Organisation Type</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GeolImaging Ltd</td>
<td>GEO</td>
<td>SME</td>
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<tr>
<td>2</td>
<td>Ingeniería Y Soluciones Informáticas S.L.</td>
<td>ISOIN</td>
<td>SME</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>University of Bamberg, Department of General Psychology and Methodology</td>
<td>UNIBAM</td>
<td>University</td>
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<tr>
<td>4</td>
<td>Association of Social Institutions of Slovenia</td>
<td>ASIS</td>
<td>NGO</td>
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<td>5</td>
<td>Infokom GmbH</td>
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<td>SME</td>
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<td>6</td>
<td>Ilumya Ltd</td>
<td>ILUMYA</td>
<td>SME</td>
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<tr>
<td>7</td>
<td>Wellness Telecom S.L.</td>
<td>WTCOM</td>
<td>SME</td>
<td></td>
</tr>
</tbody>
</table>
Thank you for your attention!

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