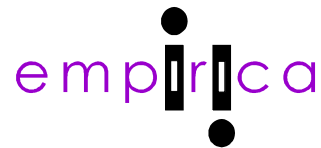


# European SeniorWatch Observatory and Inventory

- A market study about the specific IST needs of older people -  
The *SeniorWatch* FP5 project

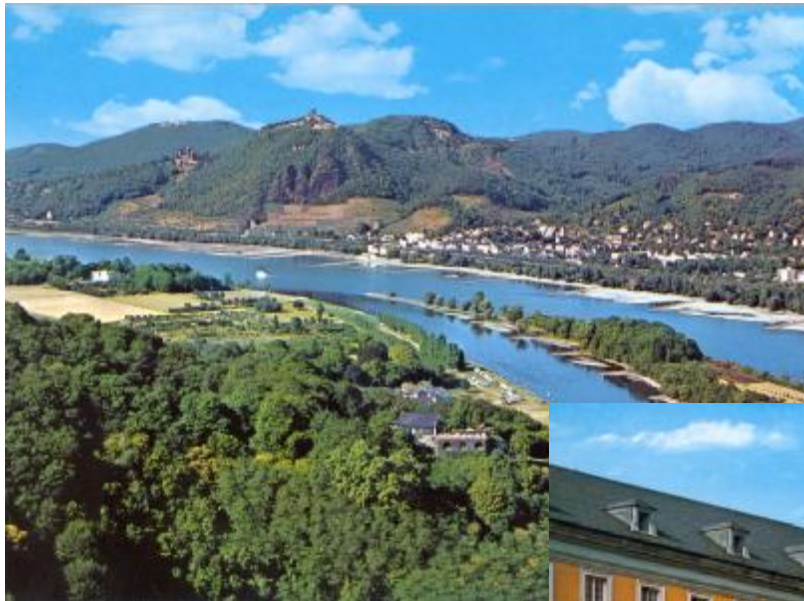
Karl A. Stroetmann PhD, Lutz Kubitschke MA, Veli N. Stroetmann MD PhD

6<sup>th</sup> ERCIM Workshop „*User Interfaces for All*“  
Special Theme: „*Information Society for All*“  
Convitto della Calza, Florence, Oct. 25-26, 2000



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# Federal City of Bonn



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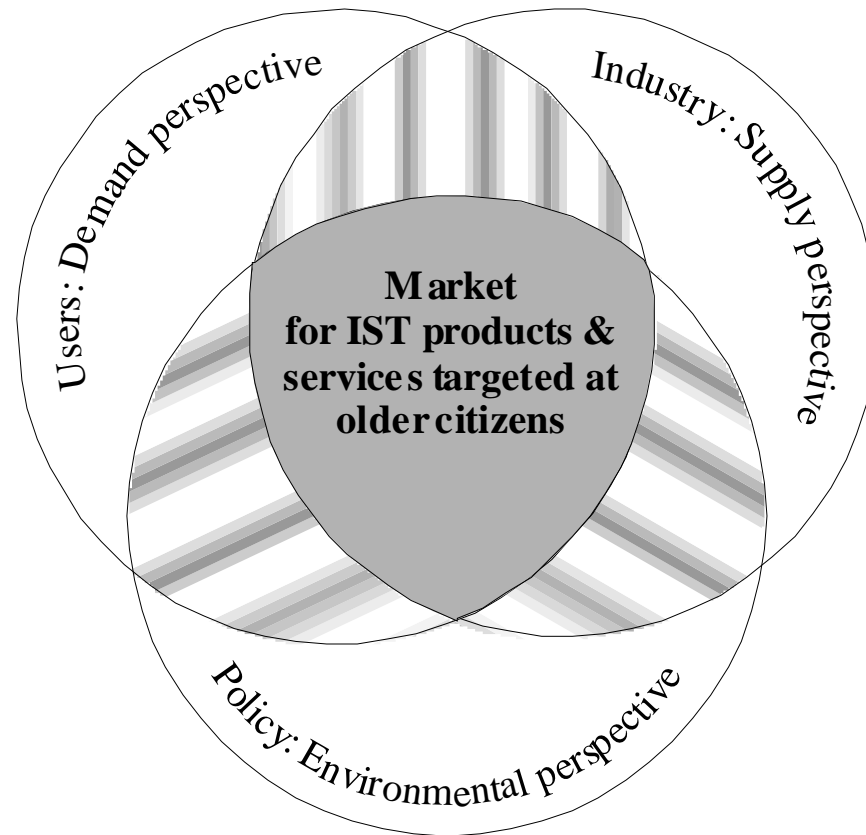
# Background:

- ***eEurope - An Information Society for All:*** "European industry has so far failed to exploit the full market potential for products and services targeted at people with disabilities" and, more generally, at older people
- Europe has the world's oldest population structure
- ***PROMISE:*** A major hindrance is the "lack of information about the specific needs of older people and disabled people, and about the barriers that they face in accessing the Information Society"
- **USA:** 50+ experience the highest growth rate in *Internet* usage; disabled are only half as likely to have access

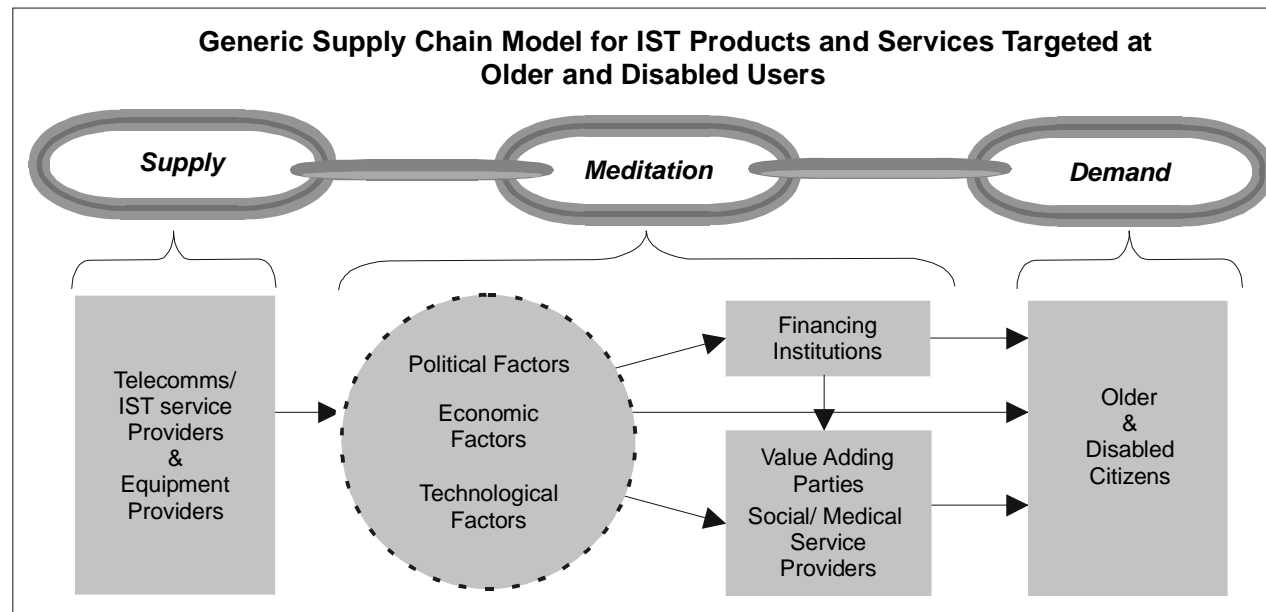
# Objectives

- **focus: older people in the 50+ age range, including the very elderly 75+**
- **disabled persons: covered to the extent that there is overlap with older people**
- **comprehensive, representative market surveys for all Member States:**
  - ◆ **Older Population Survey (OPS)**
  - ◆ **Decision Maker Survey (DMS) of care providers**
- **technology and industry trend analyses**
- **technology focused as well as best-practice case studies**
- **18 country reports (EU; J, N, USA)**

# The integrative SeniorWatch approach



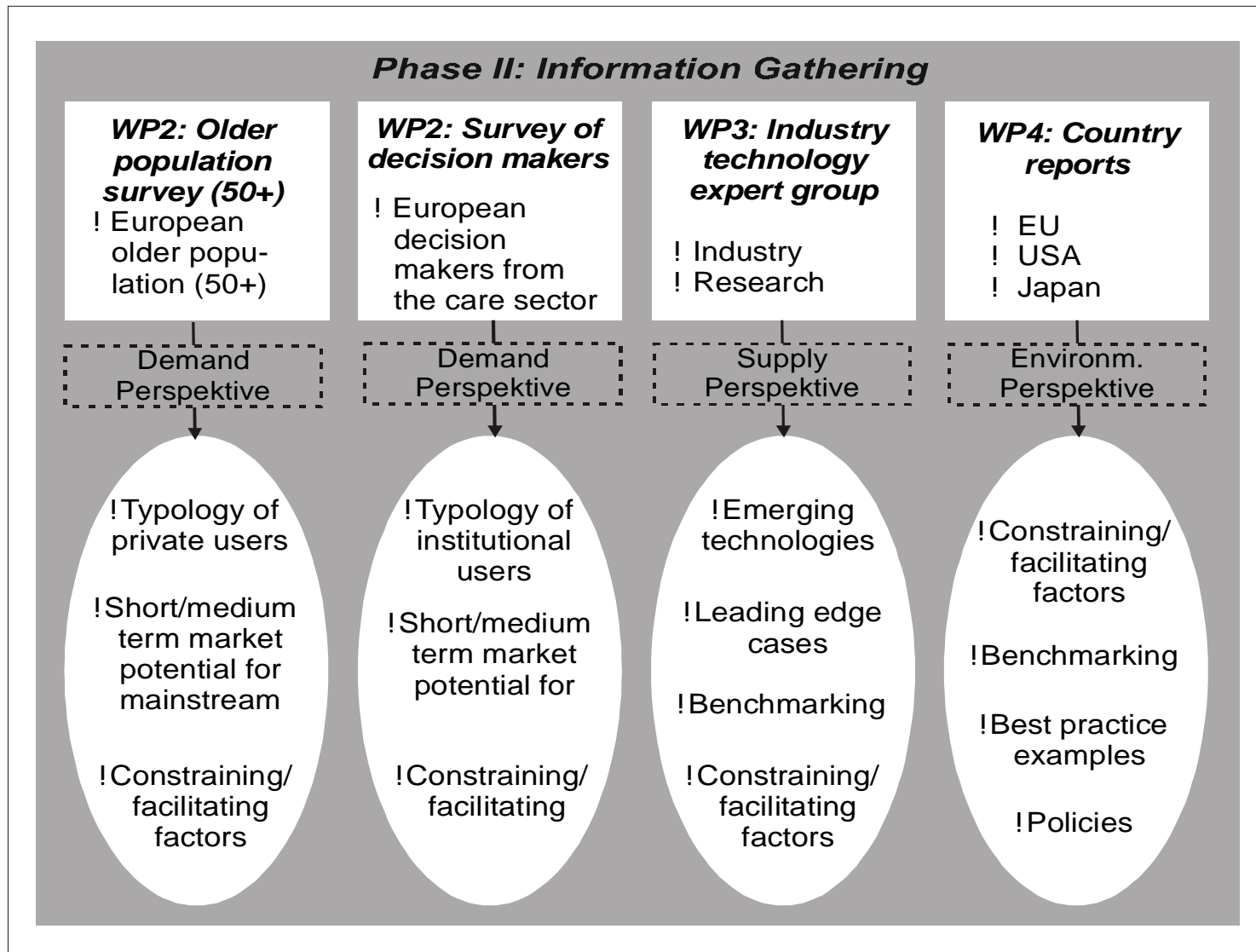
# Generic Supply Chain Model for IST Products and Services for Older Users



## ***Phase I: Preparation***

### **WP1: Analytical and Methodological Framework**

- ! Common understanding of concepts and definitions across the project
- ! Coherence of results across all countries involved



## *Phase III: Analysis*

### **WP5: Analysis & Reporting**

- ! Monitoring of short/medium term technological options/trends
- ! Identification of new opportunities for products and services
- ! Data base (market data)
- ! Information/recommendations to policy development (EU/national, industry, different policy lines)

## *Phase IV: Exploitation*

### **WP6: Dissemination & Exploitation**

- ! Internet website
- ! Media partnerships
- ! Workshops/industry conferences
- ! Info materials
- ! Publications