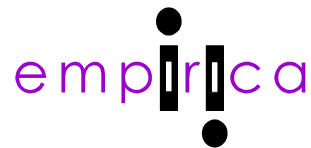


***From market research to action:
priorities for the
6th Framework Programme***

by
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Objectives

- **Study approach**
- **Selected results and conclusions**
- **Implications for FP6**

The project in a nutshell

- a market study about the specific Information Society Technology needs of older people
- funded within the Information Society Technology Programme (1998-2002)
- information gathering through EU-wide representative surveys, country reports, case studies, technology watch
- analyses of EU situation and trends, global perspectives, facilitators and constraints, strategic recommendations

Market opportunities (citizens 50+)

- **50 m (40%) with hands-on experience**
(20% of those who are in their 70ies and 10% of the 80+)
- **75 m (61%) use or are interested online services**
- **10 m new PC users by 2003**
(of which over 6 m have difficulties in hearing, seeing and/or using their fingers)
- **12 m new Internet users by 2003**
(of which nearly 8 m have difficulties in hearing, seeing and/or using their fingers)
- **12 m new mobile users by 2003**
(of which nearly 8 m have difficulties in hearing, seeing and/or using their fingers)

but

- **about 50% (60 m) complain about design**

Societal challenges

- **IST involvement strongly related to socio-demographic variables** (education/social status, income, age), **but also to life style and functional restrictions**
- **26m (21%) considerably functionally restricted in using IST** (even in the age range between 50 and 60 years 17%)
- **38 m “want-nots” (31%)** (even 18% in the age range between 50 and 60)
- **north/south gradient regarding IST involvement** (6.1 IST devices/applications are used on average in Sweden and 2.8 in Greece)

Care challenges

- **IST widely used by care providers, but mostly in an administrative context**
(e.g. PC: 97%, web site: 52%, mobile phone: 82%)
- **service providers see considerable potential of IST**
(e.g. better quality of service: 74%, extension of current service: 69%, more independent clients: 68%)

but

- **84% anticipate non-acceptance of IST among clients**
- **70% have poor intra-organisational knowledge about IST**
- **54% do not implement mobile devices due to costs**

Technology challenges

- **IST intelligence becomes integrated into networked devices supporting all activities of daily living**
(e.g. ubiquitous networked computer intelligence)
- **networked intelligence accessible and usable by a variety of users and in various usage contexts**
(e.g. human-device interface adjustable to context of use, skills level, experience, abilities of users)
- **access to general purpose applications** (e.g. e-Business), **e-Health and e-Care via devices/services widely in use like Teletext, cable/digital TV, telephone/voice**

Field of action I: Promoting IST usage among seniors

- **rising awareness** (“take the offer to the people”)
- **raising IST skills** (end users/“multipliers”)
- **developing teaching materials, tutorials**
- **generating interesting content**
- **public access points**
- **networking of existing national initiatives**

Field of action II:

Accessible IST content/services

- **promoting www accessibility**
(e.g. awareness rising, practical design instructions, teaching materials, tutorials, certification, cost-benefit analysis)
- **extending accessibility/design-for-all to**
 - **diverse access devices** (e.g. PC, TV, mobile devices)
 - **diverse usage contexts** (e.g. behind desk, thick in bed, travelling)
 - **diverse services** (e.g. pull/push, location-based)
- **user requirements beyond “design-for-all” solutions**

Field of action III: Intelligent living environments

- **smart homes**

(e.g. utilising diverse technology platforms such as home networks and “gateway” servers, retrofitting of existing buildings, “scalability”)

- **interconnecting with local services**

(e.g. technology solutions/business models for social/health support, security, entertainment)

- **integration of mechatronic systems supporting day-to-day activities**

(e.g. home help robots)

Field of action IV: Integrated care processes

- **IST-supported generic care delivery processes**
(e.g. “stock-taking”/functional specification of generic supportable processes/tasks, IST as catalyst for intra/inter organisational change)
- **developing “packagable” IST solutions**
(e.g. utilising existing and emerging technologies such as collaborative systems, sensors, etc.)
- **business modelling**
(e.g. analysing/demonstrating costs & benefits, involvement of funding bodies)
- **supporting informal carers**
(e.g. information/skills, remote support through monitoring/advanced alarms)

Field of action V:

Policy development, evaluation & vision

- **feeding back EU-research to the national level**
(e.g. awareness rising, national peculiarities, identification of priorities/research issues, demonstrators/best practice)
- **monitoring IST utilisation among seniors/carers**
(e.g. indicator development for adequate statistical measurement, co-operation with existing monitoring activities from Eurostat, OECD, national “digital divide” initiatives)
- **technology transfer to the market**
(e.g. support mechanism beyond piloting phase)

Thank you !

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