

## **RECOMMENDATIONS**

**formulated by the**

**Vienna NGO Committee on Ageing**

**on the basis of its deliberations during the event organized to mark the**

**2014 International Day of Older Persons**

**on “Social Innovation Solutions and Technology for Active and Healthy Ageing”**

**concerning the**

### **PRODUCTION AND USABILITY OF NEW TECHNOLOGIES**

- 1) For successful implementation of new technologies an extended PPP concept (Public-Private-Partnership) can be particularly beneficial as it can, at the same time effectively generate profit, users' satisfaction and added social value.
- 2) The PPP concept in this sense should be understood as close cooperation between public structures (responsible for the common good, for regulations, etc.), private market actors (dealing with production and commercialisation of goods and services) and also, very importantly, organised civil society (representing consumers/users and accumulating knowledge about their needs, wishes, preferences and limitations).
- 3) New technologies, in terms of hardware and software, must be truly useful for older persons (added value for life), correspond to their needs and wishes, must be designed according to their taste, and correspond to their preferences.
- 4) Not only hardware and software must meet needs of older persons, but also, and in particular, they must be supported by instructions that can be easily read, understood and applied (in language, in the way of thinking, etc.) and thus consider their capacities and limitations
- 5) Consequently it is absolutely key to consult older persons not only after products (goods and services) have already been produced and are ready to be marketed (in order to test them) but already associate them closely in the phase of conception and design.
- 6) Help lines have to respond immediately to requests from older persons (waiting loops discourage them and they will never use the device again), endeavour to understand the individual problem or question and speak their language – and help by a “step-by-step”-process.