



**Engaged
Research
In Aging
Well**



Aging Well

A multidisciplinary Team



Roberto San Salvador del Valle
Deusto Cities Lab Katedra
University of Deusto



Maria Jesus Monteagudo
Deusto Cities Lab Katedra
University of Deusto



Stefan Berger
Institute for Social
Movements,
Ruhr-Universität Bochum



Sebastian Merkel
Healthcare and e-health
Ruhr-Universität Bochum



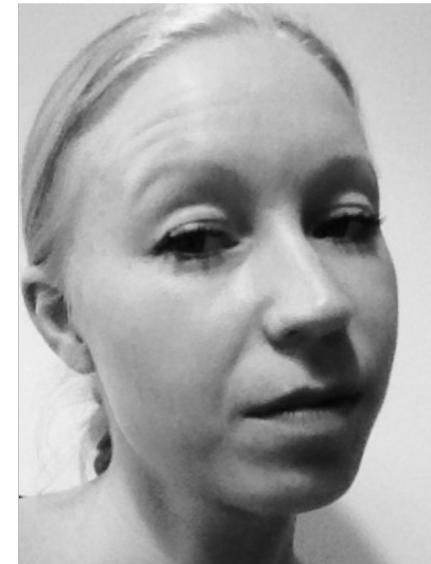
Catherine Elsen
Inter'Act Lab, Dpt. Urban
& Env. Engineering
University of Liège



Heidi Siira
Research Unit of Nursing
Science and Health
Management
University of Oulu



Sylvain Sebert
Center for Life-Course
Health Research, Faculty
of Medicine
University of Oulu



Teija Juola
Center for Life-Course
Health Research, Faculty
of Medicine
University of Oulu



Marin Strmota
Department of
Demography, Faculty of
Economics and Business
University of Zagreb

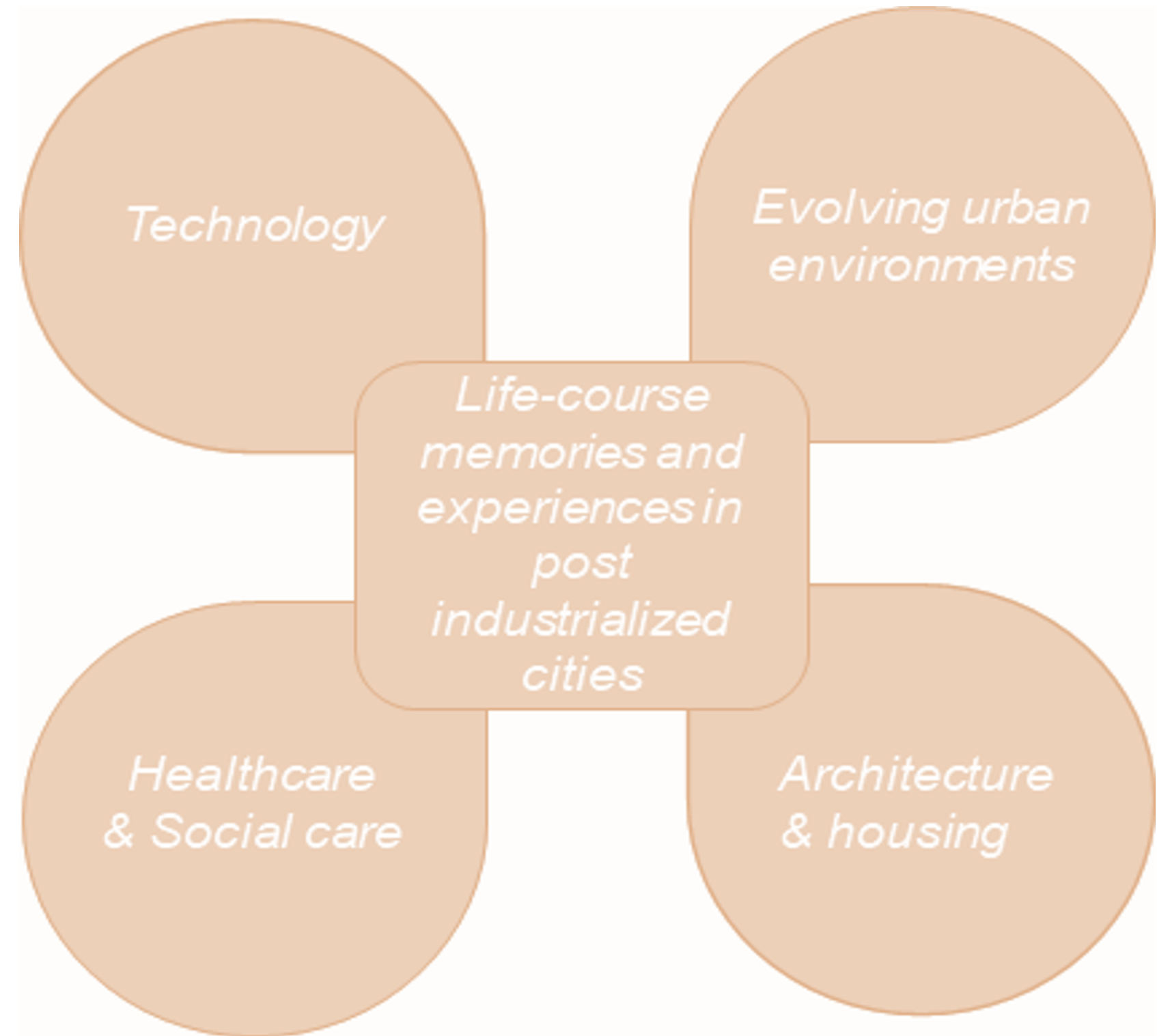


Kresimir Ivanda
Department of
Demography, Faculty of
Economics and Business
University of Zagreb



Societal challenge

AGING WELL
in Super-diverse
Post-industrial
Living
Environments



Societal challenge

AGING WELL
in Super-diverse
Post-industrial
Living
Environments



Zagreb
Economic demography

Oulu
Healthcare
& Social care

Liège
Architecture
& housing

Bochum
Technology

Deusto
Evolving
urban
environments

Bochum
Memory studies



How we worked together

Research question, methodology & methods

Shared common interest; multiple backgrounds
Common ground: the end-user at the centre

Ruhr

Memory

Guest speakers & Participants' reactions (online)

N = 21

Deusto

Contemporary City + Silver Economy

Guest speakers & Participants' reactions (online)

N = 25

Zagreb

Anticipation & Personal Finances

Guest speakers & multi-generations panels of participants (online)

N = 14

Oulu

Past, Present & Future

Visit of the Lab + interviews at shopping mall

N = 29

Liège

Housing Anticipation Ageism

Workshop in 3 sub-groups (online)

N = 29

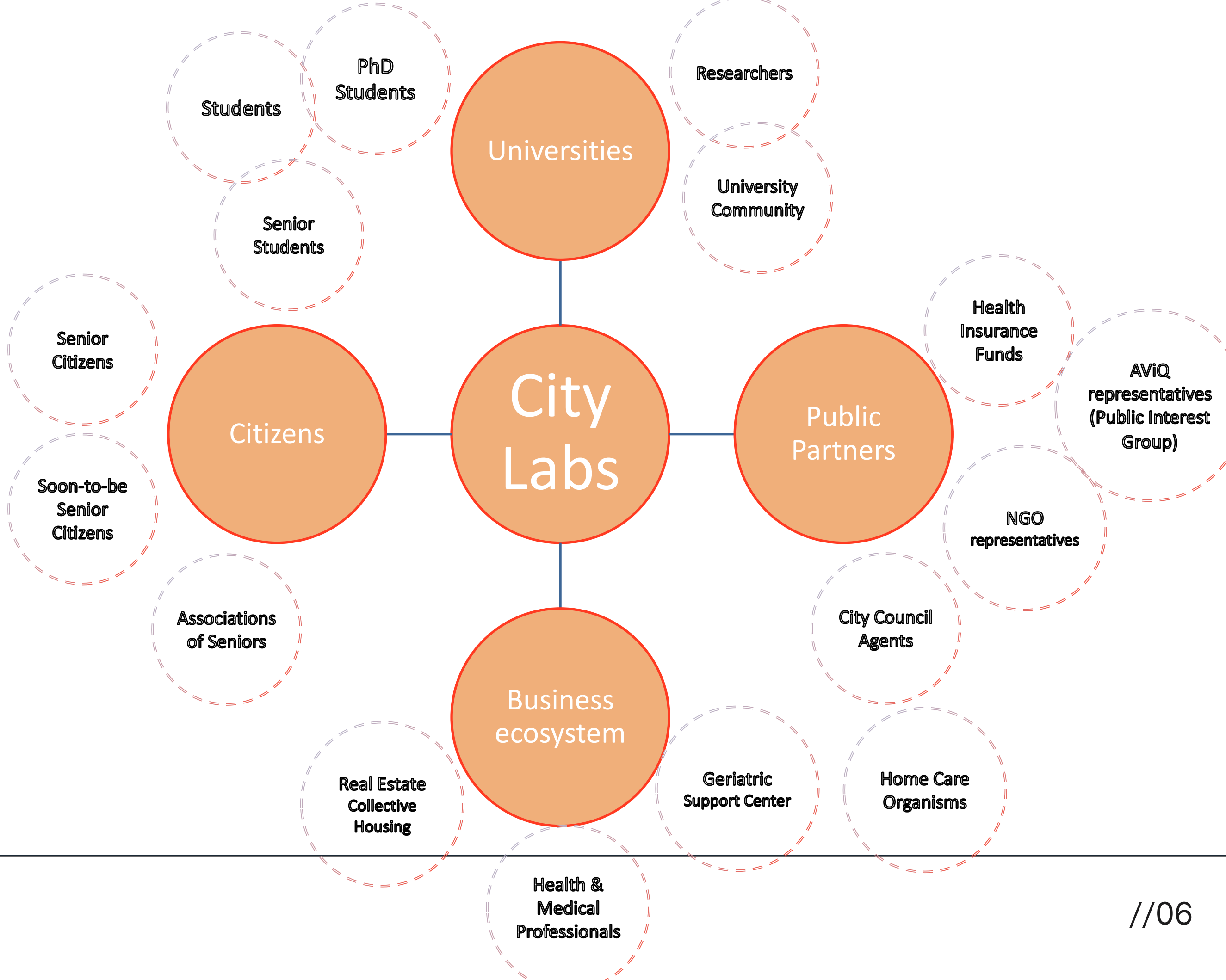


Thematical & Methodological debrief



External societal partners

The 5 City Labs included...



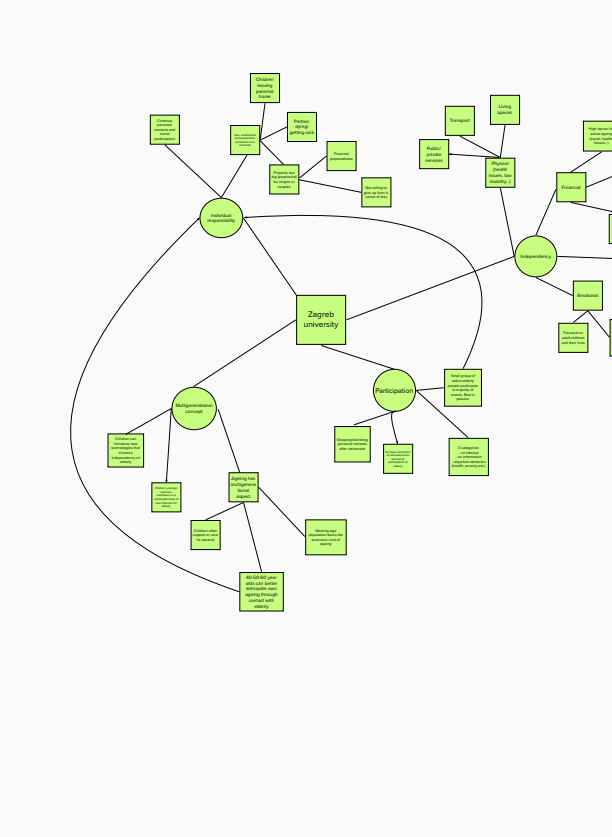
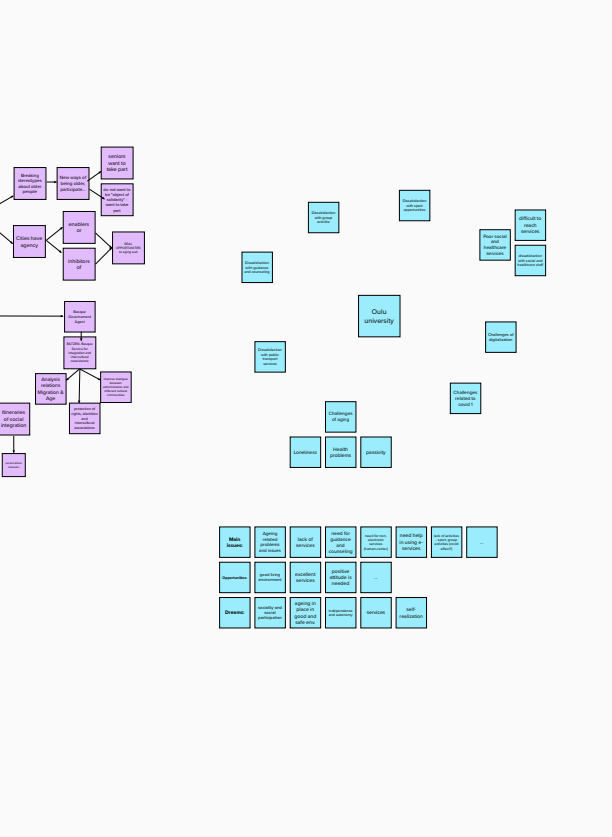
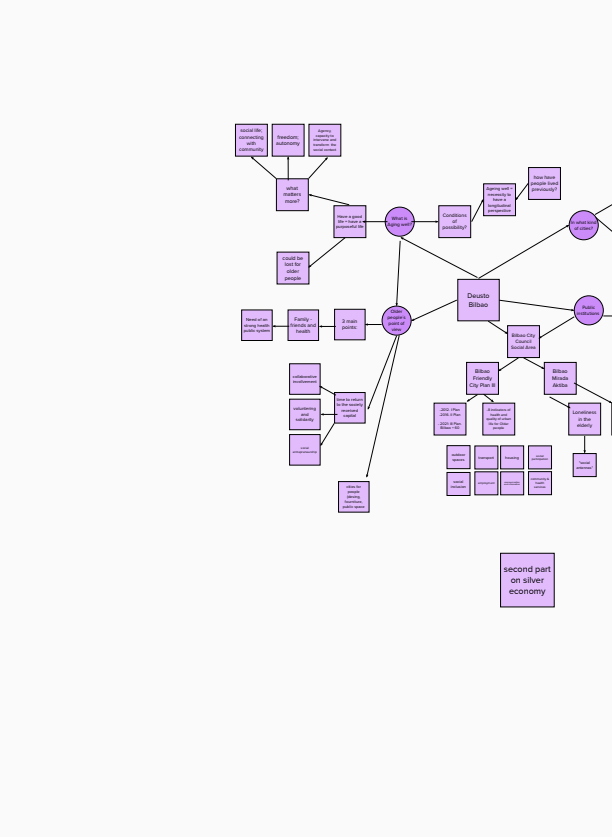
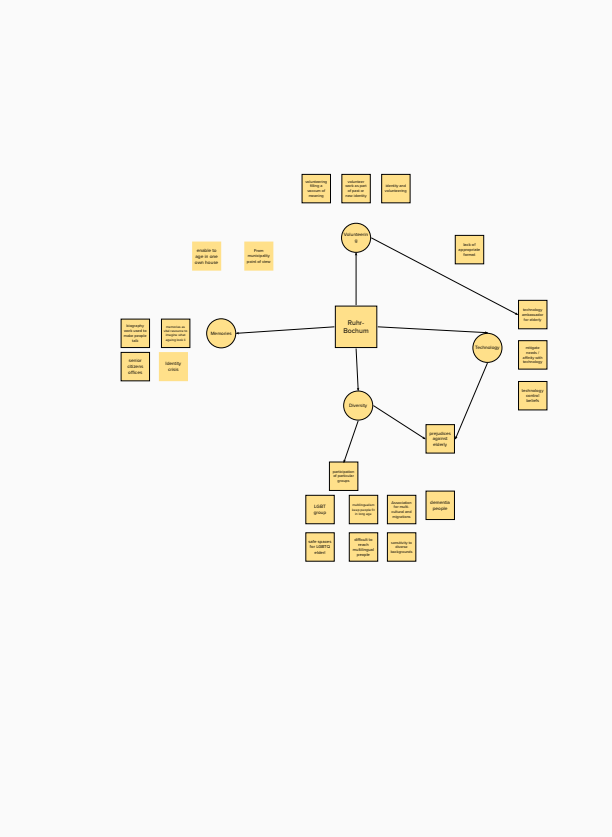
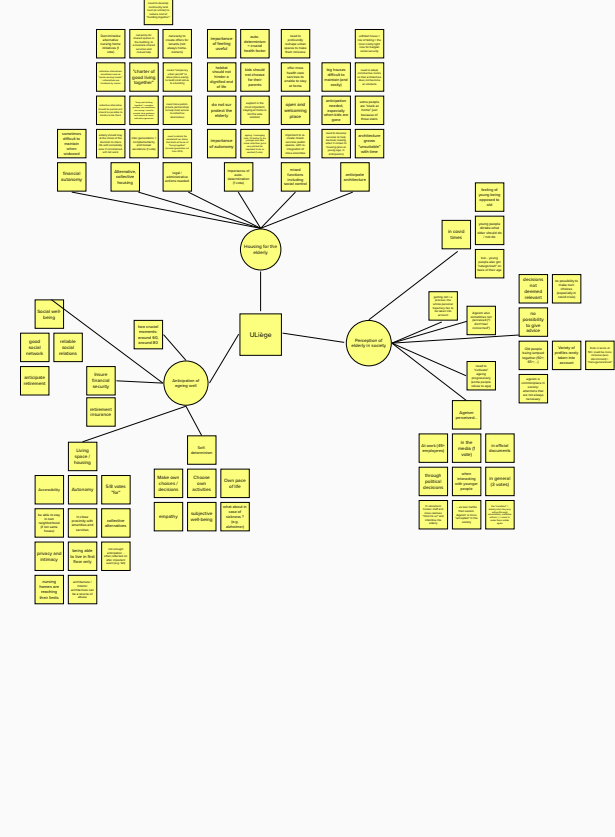
What we found

Recurring needs & topics

1 - METHODOLOGICAL DEBRIEF

ULiège	<table border="1"><tr><td>UNIVERSITY</td><td>DEPARTMENT</td><td>RESEARCH GROUP</td><td>PROJECT</td></tr><tr><td>UNIVERSITY OF LIÈGE</td><td>SCHOOL OF BUSINESS</td><td>RESEARCH GROUP IN MANAGEMENT</td><td>PROJECT "SILVER ECONOMY"</td></tr></table>	UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT	UNIVERSITY OF LIÈGE	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"	<p>Description of thematics</p> <p>Research group in management sciences - School of Business - University of Liège</p> <p>Description of methodology</p> <p>Methodology: literature review, interviews, focus groups, surveys, case studies, etc.</p>
UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT							
UNIVERSITY OF LIÈGE	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"							
Ruhr-Bochum	<table border="1"><tr><td>UNIVERSITY</td><td>DEPARTMENT</td><td>RESEARCH GROUP</td><td>PROJECT</td></tr><tr><td>UNIVERSITY OF BOCHUM</td><td>SCHOOL OF BUSINESS</td><td>RESEARCH GROUP IN MANAGEMENT</td><td>PROJECT "SILVER ECONOMY"</td></tr></table>	UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT	UNIVERSITY OF BOCHUM	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"	<p>Description of thematics</p> <p>Research group in management sciences - School of Business - University of Bochum</p> <p>Description of methodology</p> <p>Methodology: literature review, interviews, focus groups, surveys, case studies, etc.</p>
UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT							
UNIVERSITY OF BOCHUM	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"							
Deusto Bilbao	<table border="1"><tr><td>UNIVERSITY</td><td>DEPARTMENT</td><td>RESEARCH GROUP</td><td>PROJECT</td></tr><tr><td>UNIVERSITY OF DEUSTO</td><td>SCHOOL OF BUSINESS</td><td>RESEARCH GROUP IN MANAGEMENT</td><td>PROJECT "SILVER ECONOMY"</td></tr></table>	UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT	UNIVERSITY OF DEUSTO	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"	<p>Description of thematics</p> <p>Research group in management sciences - School of Business - University of Deusto</p> <p>Description of methodology</p> <p>Methodology: literature review, interviews, focus groups, surveys, case studies, etc.</p>
UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT							
UNIVERSITY OF DEUSTO	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"							
Oulu University	<table border="1"><tr><td>UNIVERSITY</td><td>DEPARTMENT</td><td>RESEARCH GROUP</td><td>PROJECT</td></tr><tr><td>UNIVERSITY OF OULU</td><td>SCHOOL OF BUSINESS</td><td>RESEARCH GROUP IN MANAGEMENT</td><td>PROJECT "SILVER ECONOMY"</td></tr></table>	UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT	UNIVERSITY OF OULU	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"	<p>Description of thematics</p> <p>Research group in management sciences - School of Business - University of Oulu</p> <p>Description of methodology</p> <p>Methodology: literature review, interviews, focus groups, surveys, case studies, etc.</p>
UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT							
UNIVERSITY OF OULU	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"							
Zagreb University	<table border="1"><tr><td>UNIVERSITY</td><td>DEPARTMENT</td><td>RESEARCH GROUP</td><td>PROJECT</td></tr><tr><td>UNIVERSITY OF ZAGREB</td><td>SCHOOL OF BUSINESS</td><td>RESEARCH GROUP IN MANAGEMENT</td><td>PROJECT "SILVER ECONOMY"</td></tr></table>	UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT	UNIVERSITY OF ZAGREB	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"	<p>Description of thematics</p> <p>Research group in management sciences - School of Business - University of Zagreb</p> <p>Description of methodology</p> <p>Methodology: literature review, interviews, focus groups, surveys, case studies, etc.</p>
UNIVERSITY	DEPARTMENT	RESEARCH GROUP	PROJECT							
UNIVERSITY OF ZAGREB	SCHOOL OF BUSINESS	RESEARCH GROUP IN MANAGEMENT	PROJECT "SILVER ECONOMY"							

2 - CONTENT



What we found

Low level of anticipation (projection in the future is difficult)

Strong attachment to one's property (even if inadequate)

Property Maintenance Cost too high

Prejudices against the elderly (especially during covid)

Recurring needs & topics (a glimpse)

Dissatisfaction with public transport services & public spaces

Few safe spaces for LGBTQ elderly

Dissatisfaction with poor group activities (ageism) vs. Passivity

Importance of purposeful volunteering to remain active (social value)

Self-determinism; aging = managing risks



What we found

Low level of anticipation (projection in the future is difficult)

Strong attachment to one's property (even if inadequate)

Property Maintenance Cost too high

Prejudices against the elderly (especially during covid)

Few safe spaces for LGBTQ elderly

Recurring needs & topics (a glimpse)

Importance of purposeful volunteering to remain active (social value)

Self-determinism; aging = managing risks

Dissatisfaction with public transport services & public spaces

Dissatisfaction with poor group activities (ageism) vs. Passivity

... and local specificities:

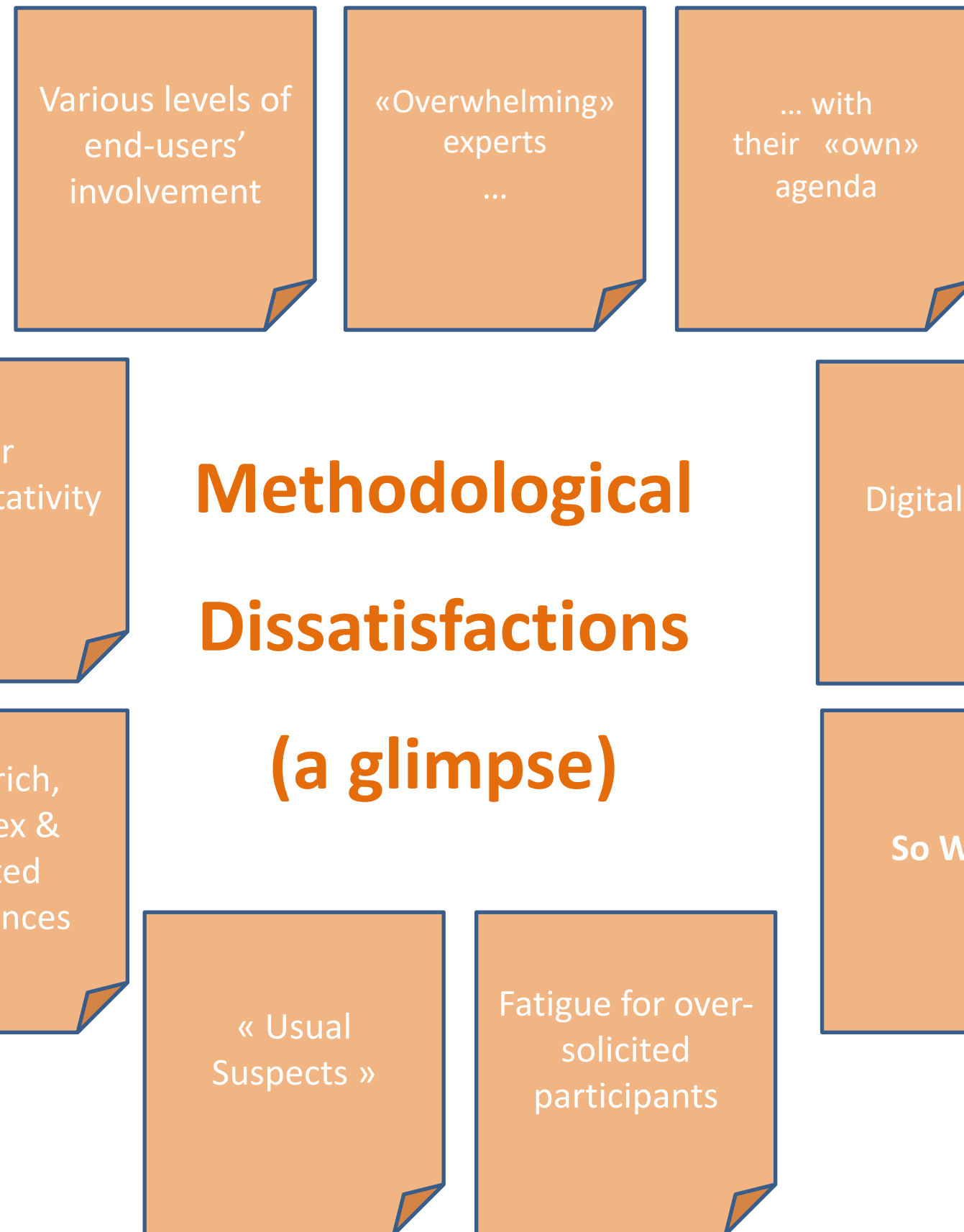
Family support & care: different from one region to another

Poor Social and Healthcare Services

Various Legal frameworks for setting-up Collective Housing



What we found



What we found

Various levels of end-users' involvement

«Overwhelming» experts ...

... with their «own» agenda

Poor representativity ...

Methodological Dissatisfactions (a glimpse)

Digital Divide

... but rich, complex & situated experiences

« Usual Suspects »

Fatigue for over-solicited participants

So What ?

... and satisfactions:

Ease in recruiting participants

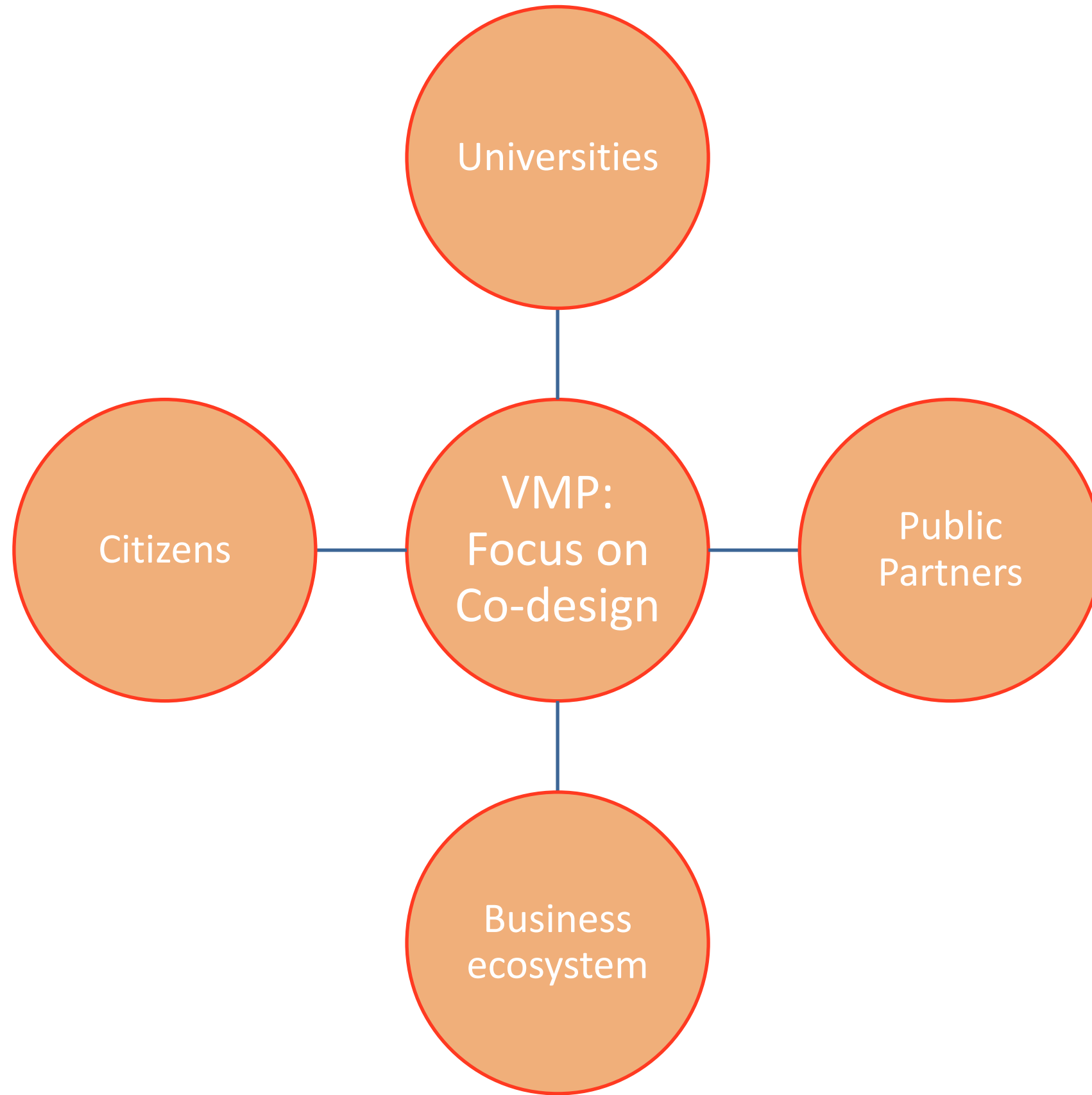
Strong & Shared Commitment to Age Well

Willingness from « pro » partners to include end-users & their trajectories



Impact & outcomes

Next steps ?





Engaged Research Best Practice Showcase

www.unic.eu

