

## **EU\_SHAPE Action Plan**

### **Municipality of Aarhus**



#### **EU\_SHAPE**

Project EU\_SHAPE started in 2019, with the goal to improve policies and practices in 7 European regions by developing a comprehensive approach to Smart Healthy Age-Friendly Environments (SHAFE).

Therefore, policy alignment, collaborative efforts and sharing of good practices are the keystones to add better quality of life, more inclusive and sustainable health and social care systems and citizen's access to the services.

Through a 'learning by sharing' methodology, the consortium built a four-helix European community to exchange experiences and practices to improve multilevel policy instruments for the growth of community-based services and "ageing at home" around Europe.

After online and physical exchange and learning, we are ready to share our regional Action Plans. Each region has a different plan, unique to their regional context and needs.

This Action Plan covers the Municipality of Aarhus, Denmark. It has been prepared in collaboration between the EU\_SHAPE partner Municipality of Aarhus, in close cooperation with regional stakeholders and with the Managing Authorities of the selected Policy Instruments.

## List of Actions included in the Action Plan

Number / Title Action	Description
<b>ACTION 1:</b>	<p>Include a short description, including:</p> <ul style="list-style-type: none"> <li>- Objective: structural change from an operational perspective to a business development perspective</li> <li>- Policy addressed: The Public Private Innovation Fund for Assisted Living Technology (PPI Fund)</li> <li>- Good practices of reference: DokkX (a previous project financed by the Fund)</li> </ul>

## General Information

Project	EU_SHAPE – “Europe enabling Smart Healthy Age-Friendly Environments”
Partner organization	Municipality of Aarhus
Country	Denmark
NUTS2 region	Central Denmark
Contact person	Anna-Karin Holst Johannsen
Email address	annhojo@aarhus.dk
Phone number	+45 41854113

## Action 1 – PPI Fund for Assisted Living Technology

### *Policy Context*

The Public Private Innovation Fund for Assisted Living Technology

The policy instrument that the Action Plan aims to impact is:

<b>Investment for Growth and Jobs programme</b>	YES / NO
<b>European Territorial Cooperation programme</b>	YES / NO
<b>Other regional development policy instrument</b>	YES / NO

### *Details of the Action Envisaged*

#### **1. Need addressed**

The desire to extend the fields of use for assisted living technology has successfully driven The Welfare Technology Development Fund since 2013. In 2020 the Aarhus City Council decided to put emphasis on innovation and public private partnerships, and of January 2021 the Fund's name and objective has been adjusted accordingly.

Innovative public-private partnerships make it possible to document whether a new solution is technically possible and / or economically advantageous. Aarhus Municipality believes that cooperation with the private sector when testing and developing new technologies and digital services will lead to new solutions.

The shift in the Fund's objective calls for an adjustment of its guidelines, application- and impact measurement criteria so these reflect the emphasized focus on innovation and public-private partnerships. When innovation is the focal point in a project old methods of measuring effects are no longer sufficient. It is difficult to predict the outcome of an innovation process and even more difficult to predict an efficiency improvement. Therefore, we need new methods for measuring value and impact.

#### **2. Overview of the Policy Improvement that this Action refers to**



The policy to be addressed in this Action Plan is the PPI Fund for Assisted Living Technology (PPI Fund). The aim of the PPI Fund is to increase the use of technological solutions across the municipal organizations for the benefit of both citizens and companies. With 4 million Danish Kroner available annually, the Fund can support projects with funding, financial advice and project management. Through the years it has financed or co-financed many successful projects by testing and developing innovative digital solutions.

The Fund is financed by Aarhus municipality and is managed by a secretariat and a steering committee which represent all 6 magistrates departments in the municipality. The project manager of EU SHAFE in Aarhus has recently taken over the role as coordinator of the PPI Fund's secretariat and is therefore directly involved in the decision making process regarding the Action plan.

### 3. The background

It has been decided that the Aarhus municipality's action plan will focus on the Fund's structural change from an operational perspective to a business development perspective and to change the management of the policy instrument (improved governance) by amending the Fund's guidelines, application- and impact measurement criteria.

The development of Smart Healthy Age-Friendly Environments has a triple perspective:

- Economic perspective: Promoting business opportunities through new products and services for independent living, where technology should have a significant impact on meeting accessibility requirements and functional impairment.
- Social perspective: Increasing the quality of life of the ageing population requires the adaptation of systems, products and that create the right conditions to foster Ageing in Place and Silver Economy opportunities.
- Public perspective: Ensuring the sustainability of the welfare system in this context requires the efficient delivery of public services in the social and health sector, where technology can play an important role, and there, it is relevant of promoting age-friendly environments that encourage well-being and ageing in place solutions.

The objectives of Aarhus' policy instrument - the PPI Fund for Assisted Living Technology - are in line with the EU SHAFE perspectives, which have inspired the Fund, especially in terms of the economic perspective.

In 2020 the Aarhus City Council decided to promote more public private partnerships, and by January 2021 the Fund adjusted its name and objective accordingly. Going forward the Fund primarily supports public private innovation projects but can also provide support for internal activities in Aarhus Municipality for the development of ideas prior to collaborations with companies.

The Fund's objective continues to focus on supporting the establishment and implementation of assisted living technology projects, and thereby pave the way for increased utilization of technologies in Aarhus, but with the added aim of supporting business development through PPI.



In addition to the shift in the PPI Fund's objective and its renewed focus on public private innovation the Fund has decided to turn up its focus on value creation and the measuring of qualitative effects in addition to the quantitative effects.

We wanted to learn from the partners' experiences regarding value creation and measuring of impact. Consequently, we arranged a workshop on impact as a part of the programme for the 3rd Interregional Policy Learning Meeting in Aarhus in September 2021. Impact measurement can help create systemic, sustainable change and value creation in an organisation, and this is why we found it very important to work on.

At the workshop the partners discussed the expected results and impact of our action plans and how to measure this impact. The partners briefly presented their policy instruments and the status of the action plans under development. Divided into working groups, the partners discussed the challenges they faced improving their policy instruments, what impact they were aiming at achieving, how to measure this impact and presented the planned next steps. All project's partners agreed that discussion and exchange of experiences had within the working groups was very valuable for the preparation of the action plans. Following the meeting in Aarhus, we decided on including the Fund's steps towards value creation and impact measurement in our Action Plan.

#### 4. Specific Activities and Timeframe

Activity Number	Activity Description	Timeframe
1	Emphasize the public-private innovation perspective by changing the Fund's name, terms of reference and application material.	Already in place
2	Understand and apply the legal terms attached to the various types of PPI- projects	In progress, will proceed throughout phase 2
3	Amend business case guidelines	June 22 – January 23
4	Establish benchmark. What do we define as "impact" and what is the intended impact we want to achieve.	May- August 22
5	Develop/select method to measure impact for all target groups (industry, citizens and health and care staff).	August 22 - January 23
6	Develop/select evaluation design and evaluation criteria for all target groups (industry, citizens and health and care staff).	August 22 - January 23
7	Test method and evaluation design on 1-2 projects before end of phase 2 (if possible).	Jan-July 23
8	Evaluation of method before end of phase 2 (if possible).	June – July 23
9	Communicate and advertise the scope and terms of the Fund to relevant public parties and the industry.	June 22 – July 23

## 5. Players involved

Name of Organization	Role in Action Plan
PPI secretariat	All proposals regarding changes to the fund or project applications are discussed by the secretariat.
steering committee	The secretariat's recommendations are approved by the steering committee.
Aarhus Municipality city council.	Approves decisions made by the steering committee with regard to the Fund's financial aspects.
Project leaders and companies	Manages and participates in projects financed by the Fund.
Staff and/or citizens involved in projects funded by the PPI fund.	Participants in and/or beneficiaries of projects financed by the Fund.

## 6. Costs and Funding Sources

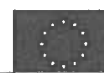
Costs	Funding sources
All potential costs will be covered by the administrative budget of the PPI Fund.	

## 7. Monitoring

Continuously monitored by the Fund's coordinator and the EU SHAFE project manager.

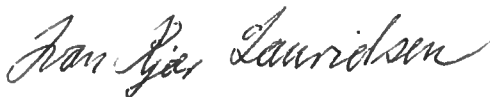
## 8. Risk and Contingency Plans

Description of Risk	Level of probability (High, Med, Low)	Description of Plan	Contingency
The Fund's secretariat or	low	The overall action plan has been	



steering committee are against proposed changes		discussed and agreed upon. However, specific details are not yet known and therefore not discussed.
Test project delays due to eg. corporate bankruptcy or delays in delivery of products which will affect the activity timeline of activity 7 and 8	High	In case of delays or unplanned changes test project description and timeline will be amended accordingly. We are therefore aware that we may not be able to complete activity 7 and 8 before the end of July 23.

## Official Signature(s)

<b>Date: 29.07.22</b>	
<b>Name: Ivan Kjær Lauridsen</b>	
<b>Signature</b> 	<b>Stamp of the organization (if available)</b>

