ITHACA CASE STUDY NO.7:

NOUVELLE AQUITAINE REGION

Acknowledgements

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Contents

1. INTRODUCTION

1.1 Background to the Case Study

1.1.1 Hosted by the GIP Autonom'Lab, Nouvelle Aquitaine Region was the setting for the seventh ITHACA project Exchange of Experience and Peer Evaluation (EEPE) events on 28 and 29 November 2019. It comprised a series of talks, demonstrations and site visits to key initiatives designed to inform the visiting delegation of experts about how Nouvelle Aquitaine Region is working to accelerate the scaling up of smart health and care innovations for active and healthy living whilst achieving the triple win of economic growth, more sustainable health and care systems and improved well-being for its citizens. It concluded with an interactive and structured peer evaluation session.

1.1.2 The Nouvelle Aquitaine Region EEPE was structured around three pillars that are the hallmark of the ITHACA project. These were the Nouvelle Aquitaine Region's:

☐ Strategic and policy framework;

☐ eco-system for scaling up smart health and care solutions;

☐ Experience across the innovation cycle (invention, co-creation, market testing, validation and scaling up).

1.2 Methodology

1.2.1 This case study is informed by and derives from:

☐ Documentation provided by Nouvelle Aquitaine Region stakeholders before and during the EEPE event – including strategy documents, evaluation reports and promotional materials;

☐ The information and evidence presented and demonstrated during the event – including PowerPoint presentations;

☐ Peer evaluation feedback from visiting delegates presented during the EEPE's concluding peer evaluation session and in follow-up, written reports.

1.2.2 Nouvelle Aquitaine Region stakeholders were briefed to provide information that would help the visiting delegates to understand the NA Region's policy, 35 delegates attended the Nouvelle Aquitaine Region EEPE. They were from 8 ITHACA regions: Zealand (Denmark), Baden-Wurttemberg (Germany), Liverpool City Region (UK), Nord Brabant (Netherlands), Friuli Venezia Giulia (Italy), Slovenia, Basque Country (Spain) and Malopolska Region (Poland). The visiting delegates were briefed about the peer evaluation process (see section 5.1). This enabled them to act as an 'evaluation and feedback team" and to provide structured feedback to the hosts about what they saw and learnt. In this context, visiting ITHACA delegates brought their own knowledge and

experience and, with the benefit of a fresh eye, they provided Nouvelle Aquitaine Region stakeholders with an expert critique and recommendations about the region's approach. It provided a forum to engage in a mutual discussion about visiting delegate perceptions and flagged up implications for policy and practice going forward. The verbal and written insights of visiting delegates emerged through the peer evaluation process and have influenced and added considerable value to the content of this case study.

1.3   Structure of this Case Study

1.3.1   The rest of this report sets out the approach adopted in Nouvelle Aquitaine Region in scaling up smart innovations for health, care and well-being along with highlighting the expert feedback from the ITHACA delegation. Section 2 outlines the strategies and policies in Nouvelle Aquitaine Region that shape and drive the smart health and silver economy agenda. Section 3 highlights the Nouvelle Aquitaine Region's ecosystem. Section 4 focuses on the innovation cycle and the range of initiatives and innovations in Nouvelle Aquitaine Region that stakeholders presented at the EEPE event. Section 5 flags up key assessments from the visiting delegates that were fed back during and after the EEPE event, discusses the key findings that have resonance and presents the case study's recommendations.

2.   STRATEGIC AND POLICY CONTEXT

2.1   Overview

2.1.1   Several key documents provide the strategic and policy framework for the development of the Silver Economy and innovation for health and care in France and its regions.

2.1.2   Since the 1st of January 2019 the Nouvelle Aquitaine region forms a new region (from the merging of the three former regions of Limousin, Poitou-Charente, Aquitaine) becoming the largest region in France and the 4th most populated, with 5,8 million inhabitants whose 2 million are elderly citizens.

2.1.3   Considering this demographic trends that has an impact at national level as well (by 2030 20 million of French citizens will be over 60), the French government has taken some measures to face this situation. First, a new law was created: in 2015 the "Act on adapting society to an ageing population" proposes a move away from a medico social perspective on old age towards a more comprehensive approach, integrating all the different dimension of ageing. The objective is not only to meet the needs of frail people but also to anticipate their difficulties and incapacities by developing prevention and by adapting society to ageing. The 2015 act also emphasizes the role of local actors and the development of measures at the territorial level".

2.1.4   Second, the next year , in 2016, in order to overcome the fragmentation of investments for innovation in health and care, the the Ministry in charge of Health and Social Affairs and the Ministry in charge of Economy signed a common National Silver Economy Strategy. The main goal of the roadmap was to structure the "Silver Economy" national market in order to promote industrial and economic opportunities for local territories.

The road map has also,the ambition to make regions active drivers of silver economy sector from the supply side. To reach this goal regions has been invited to develop regional silver economy plans in order to strengthen the collaboration among stakeholders belonging to the regional ecosystems. The launch of regional industrial sectors consolidated a network of Silver Regions linking all economic stakeholders of the sector, whose innovations and solutions would be at the disposal of the policies dedicated to "autonomy for older people". Departments then are in charge of structuring the territorial responses they intend to provide to seniors and their caregivers, taking into consideration the progress achieved in the Silver Economy sector.

2.1.5   Considering this national policy framework, Nouvelle Aquitaine took the opportunity to strenghthen its position developing two main regional strategic policy instruments: the regional health road map and the silver economy road map. The aim was to lead to the triple win : imporve quality of life of elderly citizens, support the long term sustainability and efficiency of health and social care systems and enhance the competitiveness of regional companies creating economic growth opportunkties and jobs in the Silver Economy.

2.1.6 **Silver economy road map**

Three main targets have been identified in order to implement this policy instrument: elderly people, companies, health and home care professionals.

According to these targets three main goals have been defined:

Boost innovation in Silver Economy : give support to companies in order to develop smart solutions in health and care able to answer to uncovered needs of the elderly population and also support stakeholders to reach the market of Silver Economy.

Promote an active and healthy ageing : support initiatives aiming at building smart friendly environnements for elderly people. In order to prevent the loss of autonomy houses need to be adapted and to be even evolutive according to ageing.

Build a regional governance : to get evidence from innovation there is a need to overcome barriers result from dispersed initiatives and satkeholders. Thus it is fundamental to gather multiple stakeholders and work in a collaborative manner to reach a consesus.

2.1.7 **Health road map** to set regional priorities in the health sector.

Four main ambitions to support innovation for smart health and care:

- Equal access to health services for all (cities and countryside).

- Support innovation in research and key technologies in the health sector in favor of citizens well being.

- Support companies' competitiveness in the healthcare sector.

- develop plans for health prevention for elderly people.

3. ECO-SYSTEM

3.1 The Nouvelle Aquitaine Region Eco-System Context

3.1.1 One of ITHACA's central tenets is to build on good practices in constructing and strengthening the innovation eco-system – that can serve as a foundation for smart specialisation strategies and drive the scaling up of smart solutions for active and healthy living and ageing. Equally, there is a growing body of evidence that regional approaches to innovation for health, care and well-being have been most successful when they have brought together key stakeholders - including Government Bodies, Health and Care providers, industry, academia and civil society – into a coherent partnership or ecosystem. This ''Quadruple Helix'' arrangement can enable all stakeholders to be more aware of health and care priorities, challenges, needs and economic opportunities, and so enable researchers and industry to focus on more rapidly developing solutions to be tested, to scale up the deployment of innovative solutions and to demonstrate evidence of impact.

3.1.2 In Nouvelle Aquiatine Region, the eco-systems that reflect this quadruple helix approach and that has been presented during the EEPE 7 include:

☐ Regional Council of Nouvelle Aquitaine : Departments of Health and Silver economy and Social innovation;

☐ The Regional health agency;

☐ The Living Lab Autonom'Lab ;

☐ The ADI, Innovation and Development Agency, with the health and technology cluster ;

☐ Calyxis;

☐ France Assos Santé, representing civil society ;

☐ Two major economic players participate also to the Ecosystem: LEGRAND GROUP and LA POSTE Group

3.2 Department of Health and Silver Economy and Department of Social Innovation (regional council)

3.2.1 Led by the regional elected members of regional council, departments of the Regional Council are in charge of the strategic development of different field of innovation in order to strengthen the economic performance and competitiveness of the region and its companies.

3.2.2 Health and silver economy and Social innovation departments take steps to raise awareness, provide training and offer support for companies, startups, project developers in order to promote and widely share innovation in the health and silver economy market. With a budget of 5 million euros to support projects/initiatives in the sector of Health, Care

and Silver Economy, the Regional Council launched in the last two years 4 calls for projects to foster innovation within these domains :

- ✓ Telemedicine;
- ✓ Future health territories, to develop an integrated health and care system thanks to technology;
- ✓ Social innovation;
- ✓ Silver Economy.

3.2.3 The regional health agency is the representative administration of the french ministry of Health at regional level.

3.2.4 **The Living Lab Autonom'Lab**.

Autonom'Lab is a public living lab created and supported by regional policy in order to find answers to demographic change that the region is facing. As ageing is a process that impact multiple policy aspects (social care, health care, innovation field, education, economic development…) the region chose in 2010 to equip itself of a living lab focused on innovation for elderly and disabled people with the aim of adopting a quadruple helix approach. The GIP Autonom'Lab provides a mission of general interest to evaluate and develop innovations that can promote aging well, whether in terms of health or autonomy.

Functioning on the principles of a living lab, it gathers stakeholders from research and education field, health, social and medico-social sectors, and economic development as well as users, professionals and regional public authorities in order to foster and develop innovations that are relevant to improve quality of life of our elderlies.

It ensures a business intelligence and monitoring, it participates in organization of regional dissemination events, it openly spreads results of its work and it also supports economic actors in the acceleration and experimentation of their solutions.

The GIP Autonom'Lab thus ensures a mission of public service of accelerator of the innovations in the field of active and healthy aging.

3.2.5 **ADI, the agency for innovation and development of Nouvelle Aquitaine**.

According to Regional council's policy on economic development, the agency focuses on 4 main areas of support:

- ✓ Help companies in their projects of innovation;
- ✓ Support the development of high priority industrial sectors;
- ✓ Support business set up of foreign companies;

✓ Support the development of a network of experts in innovation and economic development.

To insure a regional coverage ADI has 6 offices all over the region. It has a department dedicated to Healthcare and Silver economy that works on 3 particular business sectors: medical devices, e-health and silver economy. To strenghthen their position on this domain they develop a Health and Technology Cluster (Tic&Santé).

3.2.6 Calixis

It is a center of expertise focusing on prevention of daily life risks working with members from universities, hospitals, companies, insurances... Its main ambition is to protect vulnerable people from risks related to daily life accidents at home, bad nutrition/health/lifestyle and floods.

It is a test center with a fully equipped apartment like a TV studio that allows to observe people, test products and collect data. In order to define standards settings the organisation collaborate with the french certification agency AFNOR, creating a label called "tested and approved by seniors": this label allows companies to have visibility and recognition and it helps elderly people to choose adapted products.

Thanks to their collaboration with university of Poitiers research laboratories, they develop fundamental research about risks at home and they are building an observatory to identify the risk factors and analyze possible scenarios of accidents.

3.2.7 France Assos Santé (National Union Of Patients Associations).

The national Union of patients Associations has representations in each region of France. In Nouvelle Aquitaine France Assos Santé has 3 strategic orientations: deliver health care and patient care pathways, strengthen the role of users within the health system, and promote prevention, quality of patient care, security and relevance of care.

They are member of the Directory board of Autonom'lab and they actively participate to the regional health policy orientations. They regularly take part to Health Regional Agency meetings in order to defend and put forward the rights of patients and citizens.

3.2.8 LEGRAND GROUP and LA POSTE Group

From its origins as a simple porcelain workshop, Legrand gradually refocused on electrical wiring devices and has now become the global specialist in electrical and digital building infrastructures. When the Silver Economy Roadmap was launched the group took posistion as leader of this new economic sector with the will of work and cooperate with the other main stakeholders at national level to make this market grow.

La Poste group also participated to the discussion around the Silver Economy Roadmap, becoming an important industrial player in that field. Since mail volumes per address are declining, French Post has engaged a diversification of its activites in the silver economy in 2015. They want to contribute to the reduction of territorial and social disparities among all the people and particularly for frail elderly people: the need of at home services, the digital divide and the disruption of social relationships.

They worked with partners to define the innovative models of prevention and support and they acquire financial participation in the companies which provides high quality services to complete the service delivered by the Postmen in the field of Health and Silver Economy.

4. INTERVENTIONS AND IMPLEMENTATION ACROSS THE INNOVATION CYCLE

4.1 The Innovation Cycle in Nouvelle Aquitaine Region

4.1.1 The Nouvelle Aquitaine Region EEPE introduced visiting delegates to a range of initiatives and interventions that are part of the milieu of approaches to scaling up smart solutions that can help to improve health, care and well- being in the city region, support the sustainability of the health and care sector and boost economic growth and the profitability of local SMEs. Some involved efforts to strengthen capacity and resources across the innovation cycle. Some offered support tailored to tackling the specific challenges of the health and care sector and of the Nouvelle Aquitaine Region's profile. Others reflected interventions and products that have been developed and implemented within Nouvelle Aquitaine Region. Specifically, they relate to:

- Strengthening the innovation cycle, with several examples of companies supported by regional funding schemes ;

- Tackling skills gaps and making home care sector more attractive trying to prevent the shortage is facing;

- Smart friendly environments: some examples of housing adapted to users' needs ;

- Support to caregivers ;

- Cross disciplinary collaboration between medical research and artificial intelligence ;

- Support offered to SMEs to get in the Silver Economy market ;

- Scaling up e-health: digital solution for training healthcare professionals, emergency telemedicine, ICT to reduce social isolation ;

- Integrated care for elderly people.

4.2 Capacity building and implementation

4.2.1 Strengthening the Innovation Cycle: funding schemes from the Nouvelle Aquitaine region

In order to foster innovation in Silver Economy the NA region launched several calls for projects: the aim is to support companies in the first phase of their development and to push them in collaborating with users in developing their solutions. The regional strategy to support social innovation was particularly relevant to identify interesting initiatives/projects/business in the Silver Economy field at cross cutting of social innovation and silver economy; the two departments, social economy and health and silver economy, worked together to identify and fund the best projects.

The region employed a bottom up approach launching a call for expression of interest to people interested in experiment in social innovation domain. Then with the support of a multidisciplinary panel of 40 experts, the region selected and financially supported 170

projects economically viable and responding to "social innovation" selection criteria. This funding scheme addressed the experimentation, the scaling up and the dissemination of the selected practices. A special "expert" researcher has been associated to each project to measure the social impact of the action.

Here after some examples of "social enterprises" supported by this scheme.

- ➤ NUTRICULTURE. A social company specialized in creating solutions for caregivers to help them deal with difficulties they might encounter during the meal of people suffering of dysphagia (identification, gripping, chewing and swallowing disorders). Their model includes: silicone molds that reproduce he shape of real food, online database for caregivers with a complete information about this disease, training for professionals about cooking technics.

- ➤ ULLO. The solutions developed by Ullo are primarily aimed at people suffering from cognitive impairments (ASD, AD, ADHD, ...) for which the traditional techniques of regulation of anxiety are difficult to implement. Ullo's goal is to offer products and services that help this audience to regulate their impairment-related anxiety, to improve their cognitive availability and consequently their overall well-being while they are fully involved in the whole care and support process.

Inner Garden is the first ambient biofeedback support for rapid and lasting relaxation of its users. Based on a extended reality mechanism, it enables a way to interact with your physiological data, such as breathing patterns or cardiac activity, in a playful and relaxing way.

- ➤ MES MAINS EN OR. Mes mains en or "My Hands in Gold" is a publishing house for visually impaired children, based in Limoges. Created in 2010 by Caroline CHABAUD-MORIN, she employs 4 people and works with about 20 volunteers. She has been awarded several times in France and abroad in recent years. In addition to its publishing activity, Mes mains en or is currently working on 2 important projects: a digital book project, a museum accessibility project. Mes Mains en or also offers awareness and training to the reception of visually impaired children.

- ➤ PICTOTASK. PictoTask is a solution for peoples with cognitive disorders: Alzheimer,Autism, Age disorders. PictoTask is the way to give autonomy back to all these peoples. PictoTask is a standalone application (for all kind of Android devices), a smartwatch and a consumer web portal. PictoTask allows

everyone to organize and prioritize daily activities and tasks with the help of customizable Pictograms Sequencing.

Once you set up the pictograms sequencing (for example: what I have to do if I have to take my medicine?), you assign it to an hour in your PictoTask daily planner.That's all! The application handles the rest. PictoTask is also a portal dedicated to healthcare professionals to follow their patients thanks to insights, statistics and a totally customizable browsing interface.

> RESANTE VOUS.

Created in 2007, ReSanté-Vous is a social company providing human respectful services to elderly people. It develops an inclusive approach based on non-medicated therapies such as Montessori adapted to senior.

Its purpose is to improve the daily lives of elderly people at home and in retirement homes. For this purpose, it provides qualified professionals in the following professions: occupational therapy, psychology, adapted physical activity, psychomotricity and art therapy. The transdisciplinary approach is at the heart of his philosophy.

ReSanté-vous is also a training organization based on an innovative pedagogy whose principle is "Feel to better understand" through the use of an aging simulator.

Since 2016, the company has been conducting a research and development program dedicated to the study and design of social innovation and its societal impact.

4.2.2   Tackling skills gaps and making home care sector more attractive for qualified workers: the Care(e)r Rally and the "AT HOME" project

a. "Home carers career pathway" is a realisation of Autonom'ab. It is a regional study that began in 2014 aiming at improving the quality of care services delivered at home thanks to the improvement of the career pathway of home helpers.

A large ecosystem was involved to identifies several issues and then to codesign innovative solutions to answer several identified challenges:

   ✓ A rally to allow people who are interested in working tin the Home Care sector to better discover the job thanks to the participation to workshops, games and meetings.
   ✓ Regional Good practices identifications. A way to share about existing initiatives and support dissemination about the best practices.
   ✓ A training program to support home helpers organizations/companies in manage innovation and business model innovation.

b. AT HOME gathers 7 European partners recognized in the academic field, home support and senior care.

The two major lines of work are the development of professional skills both for people without qualifications and for students, and the quality strengthening regarding the care of the elderly at home.

Several tools (a MOOC and its tutorials, a mobile app and a film) are being created in permanent interaction between professionals in the field and academics. They are aimed at non-paramedic professionals working in the homes of the elderly. Their purpose is to secure first-level care and reinforce this job's attraction, considered as little gratifying although absolutely essential to the homecare system. They will enable jobseekers or home helpers to validate a base of interdisciplinary skills proposed in the AEFA Guide and specific to the homecare sector.

4.2.3 Smart friendly environments: some examples of housing adapted to users' needs

a. AIMER. A collective intergenerational housing experience supported by the Mutualité Française

It's a 6 flats building which allows health students to live with elderly people in order to take care of them during some hours in the week.

The objectives are :

• To create an innovative way of life in city-center for elderly people in loss of autonomy, based on intergenerational relationships

• To reduce precarious housing situations for students

• To participate to their studies by giving first experience

• To increase the security of housing for elderly people with special equipments for disabilities.

Mutualité Française Limousine has to manage this place, that is to say:

• To rent flats;

• To hire students as employees to take care of old people with animations, outings, visits,… ;

• To organize collective life ;

• To be watchful with old people and their well-being ;

• To train students.

b. DISPOSITIF LIBERTE' by the Association Paralysés de France

Located in Panazol in Haute-Vienne, the "Dispositif Liberté" allows people with disabilities to move from institution to private individual apartment.

The "dispositif Liberté" offers an innovative, diversified, secure and flexible support towards autonomy that is achieved by:

✓ five adapted apartments ;
✓ a center of resources and experimentation of short stays at home that is a highly equipped apartment.

This learning interests people with disabilities whose project is to access an independent life in a housing in ordinary environment.

c. Social adapted apartments in most deprived urban area by ACTID87

ACTID87 is an association dedicated to home care services for people in loss of autonomy and Limoges Habitat is a social landlord.

They wanted to propose a support service through an offer of collective activities and individual prevention support by guiding people over 60 years towards well-being, good eating, physical well-being, but also to raise awareness about habitat management. These activities are carried out in two strategically located apartments in the center of two disavantaged neighborhood: Beaubreuil and Corgnac; they are two ground floor type T3 apartment made available by two social landlords.

The accommodations are adapted and equipped with technical aids, which are perfectly integrated into the living space. Housing remains friendly and pleasant places for those who frequent them, allow everyone to project if necessary in the use of such equipment in his own home.

A team of professionals is present at the apartments half-day, three times a week.

4.2.4 Support to caregivers

POLE AIDANT/AIDE by ADPAD

The center "caregivers/cared-for people" (aidant/aidé) is a place of sharing that has been created to welcome, train and give personalized support to caregivers and people they assist to.

This innovation center supports people who would like to stay at home as long as possible and it includes several areas:

- Professional training

- Pre-recruitment services

- The support platform of respite

- A showroom of technical and technological aids to support people at home available for testing to the public.

4.2.5   Cross disciplinary collaboration between medical research and artificial intelligence

SANPSY LABORATORY located at the top floor of Pellegrin Hospital in Bordeaux. It represents an interesting example of research collaboration between psycology, neuropsicology and artificial intellingence.

The SANPSY unit is devoted to study Sleep, Attention, Addiction and Neuropsychiatric disorders, with a specific emphasis on new technologies (E-health) and computer sciences. SANPSY developed an unique platform located at Bordeaux's University Hospital, recognized nationally and internationally for its expertise in clinical research, simulation and virtual reality (labelling IBISA in 2015). In 2011, SANPSY obtained an EquipEx project (PHENOVIRT) that aimed to improve phenotyping of patients or healthy subjects using simulation and virtual reality technologies. As part of this project, SANPSY has initiated the development of Embodied Conversational Agents (virtual doctors and patients) for diagnosis, treatment or training assistance.
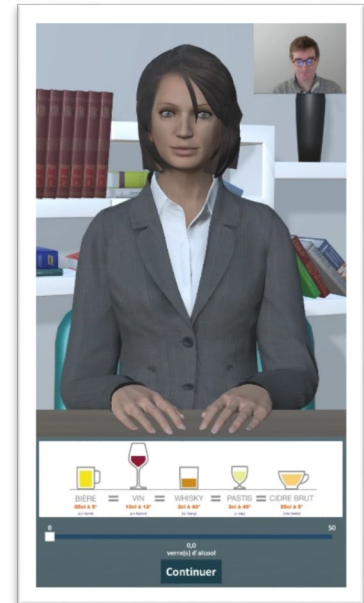
SANPSY develops new human / system interfaces to early detect fatigue, drowsiness, attention disorders and age-related cognitive decline on cognitive performance in many applicative areas (care, transport, and work field).

4.2.6   Delivering services to SMEs to get in the Silver Economy market: ICT4SILVER SUDOE project.

The European INTERREG SUDOE project that aims to support SME in developing relevant digital solutions for the Silver Economy market (elderly, healthcare and social care professionnals and family).

The actions :

✓ Silver Economy needs assessment
✓ SME selection offering solutions to those needs
✓ Implementation of usage studies to identify the improvements needed for a better and faster access to market

4.2.7   Scaling up e-health: digital solution for training healthcare professionals, emergency telemedicine, ICT to reduce social isolation

a.   NOMADEEC, mobile telemedicine

Nomadeec by Exelus is the French leader of non-scheduled and emergency telemedicine offering both a mobile and a web solution connecting paramedics and on-field agents to emergency centers, general practitioners and hospitals. In less than 2years, 10 000 assessments have been done with NOMADEEC and 1000 health professionals have been connected. Intuitive, interoperable and secure, Nomadeec is the ideal solution for tele-triage and teleconsultation providing optimal medical assistance and greater patient orientation. The next generation Nomadeec platform has been unveiled one year ago at CES 2018, with Microsoft HoloLens mixed reality, in collaboration with HoloForge Interactive. For the first time EMTs and paramedics can seamlessly respond hands free to incidents thanks to the holographic interface, with the ability to diagnose and respond remotely in real time and securely via videoconferencing.

b.   SIM FOR HEALTH, virtual solutions for medical education

SimforHealth is a leading provider of innovative digital solutions for improving the training of healthcare professionals. The company works alongside faculties, medical schools, and training organizations to design immersive and interactive solutions for medical education and medical training: virtual consultations, real-time 3D simulators, and virtual reality... Continuously monitoring new technologies, SimforHealth's medical teams and simulation experts have already trained more than 50,000 healthcare professionals worldwide and are committed to the ethical principle of "Never the First Time with the Patient". In order to expand its business internationally and consolidate its growth, SimforHealth closed a round of € 5 million in early May 2016.

4.2.8   Integrated healthcare for elderly people

SANTE LANDES, leaded by the Regional health agency of Nouvelle Aquitaine

From the end of 2014 to the end of 2017, the regional health agency Nouvelle-Aquitaine conducted an innovative project on an experimental territory to facilitate the patient care coordination in complex situations. The aim is to avoid unplanned hospital stays and to focus on home care.

To this end, a support organization for medical, healthcare and social professionals has been defined and a digital tool has been built, available on smartphones. It enables the care team members to share all the necessary and sufficient elements for patient care in real time.

Since 2017, this project is being generalized throughout the Nouvelle-Aquitaine region.

In order to quickly develop the use of digital in coordination, this application, named Paaco-Globule, is free of charge to all medical professionals, caregivers and social workers in the region.

5. PEER EVALUATION PROCESS, FEEDBACK AND RECOMMENDATIONS

5.1 Peer Evaluation Process

5.1.1 The Nouvelle Aquitaine Region EEPE event involved diverse stakeholders from across the Region's eco-system. It showcased the strategic and policy context, the shape of the eco-system and the range of interventions and innovations across, and to strengthen, the regional innovation cycle for health, care and well-being. This final section of the case study discusses the findings from the exchange of experience and peer evaluation process and sets out recommendations, for Nouvelle Aquitaine Region (and particularly the regional ITHACA Stakeholder Group) and for the wider ITHACA partnership, that derive from them.

5.1.2 Visiting delegates to the Nouvelle Aquitaine Region EEPE acted as an « evaluation and feedback team » who observed and provided structured feedback to the hosts about what they saw and learnt at the EEPE. This was delivered at two stages. Firstly, during a verbal peer evaluation feedback session in the final afternoon of the EEPE and, subsequently, in written reports.

5.1.3 Visiting delegates were asked to provide feedback on one of five themes. All themes were covered by the overall delegation. The key themes were:

- Policies, priorities, objectives and aims
- Eco-systems and clusters
- Implementation across the innovation cycle
- Innovation in policy and practice, dissemination and transferability
- Evaluation and impact

5.1.4 For each theme, delegates peer evaluation reviews focused on:

- What the host region has done;
- Strengths, areas for improvement and gaps;
- Good practices - and potential for transferability;
- Lessons learnt and their implications;
- Recommendations for the host region;
- Recommendations for other ITHACA regions.

5.1.5 The final sections of this case study summarize the key comments provided by the delegation. It is structured according to evaluation theme.

Recommendations flowing from the peer evaluation - and the EEPE event overall - are flagged up.

5.2   Peer Evaluation Feedback and Recommendations

5.2.1   Policies, priorities, objectives and aims

The key topics of the Nouvelle Aquiatine region EEPE identified by delegates are social innovation, Silver Economy, Supporting well ageing at home and prevention of the loss of autonomy.

Delegates were very impressed by the ressources given by the Regional Council to connect all stakeholders within the region : over 10% of the regional budget is directed to stimulate innovation in a general way and in particular to support social innovation and silver economy. That reflects in a way a top down culture of politics even if the importance of a bottom down approach had been highlighted by Françoise Jeanson, elected representative from the regional council : for that reason the regional governement supports lot of associations and organisations from civil society.

Delegates also pointed out that there is lot of Silver Economy in the political debate, very well policy driven, but they suggested to better embed it in policies.

Another positive point highlighted by the peer evaluation was the nice cross overs existing between practice and policies (for exemple in the CAREERS RALLY initiative and the Silver Economy Strategy developed by the LaPoste Group) and the good emphasis on professional workforce.

Areas for improvement

Delegates stressed the necessity to clarify how is organised the process about investments and funding scheme and related impact. If the region pay more attention on how to learn from this bottom up approach on investments, the region will improve the capacity of policies to evolve and learn from experience gather from ecosystem. This is an important step in order to scale up innovations and go beyond early stage.

Moreover they recommend that, to reach wider impact, the citizens should be actively engage and informed about innovation in health and care.

The peer evaluation revealed that the region can count on a rich policy infrastructure that need to be improved with a better coordination and a more intergrated policies.

5.2.2   Eco-systems and clusters

Delegates approved of the high capacity to engage different stakeholders from the ecosystem of the Nouvelle Aquitaine region. They stressed the will to put in place a bottom approach with costumer centric vision in every project supported by the region. They appreciate also the will to share knowledge among stakeholders at an early stage of the innovation.

At the same time they proposed area of improvements :

SMEs should be better involved in order to have complete innovation cycle.

Need to strengthen support in order to scale up innovations. A proposal was to build a stronger impact evaluation framework to define the best innovations that can be deployed on a regional scale.

Make innovation less dependent from regional funding (It looks like Innovation is drive by the regional funding).

Costumer centric methodology is very strong since the beginning of innovation cycle and in the middle but it would be nice to see what impact has until the end of innovation cycle. It was a pity not see clearly the completion of innovation cycle.

5.2.3   Implementation across the innovation cycle

The peer evaluation showed that the policy frame for innovation is really impressive and well structured with very concrete focuses of the policies to choose the right activities and projects in a broad field like the silver economy one. They appreciate the focus on informal carers and housing and e health. Delegates considerered that the ecosystem is mature with many organizations that work together with the regional council ; moreover elected people from the regional council showed a strong will in supporting the innovation in general manner and social innovation in particular.

Areas for improvement

If the ecosystem showed a wide range of organizations collaborating with each other, a point had made about the capacity to coordinate all these stakeholders and organizations. A situation even harder to manage because of the merge of three former regions with many organizations that need to be coordinated in a whole.

Delegates highlighted that the economic side of things is very strong, very focused on economy and industrial partners. However an aspect they suggested to improve is about the economic impact of the solutions proposed that seems to be focus on short term more than long term.

Delegates identified also gaps to fill on the innovation cycle, particularly on scale and commercialization of products and innovative solutions : region should focus more on final stage of the innovation cycle and give better support to stakeholders.

They remarked that the region has a strong focus on home care with an extensive infrastructure but not so much had been said about helath care and its infrastructure.

5.2.4   Innovation in policy and practice, dissemination and transferability

Delegates put particular emphasis on powerful realistic approach on ageing and healthy ageing, with a very clear knowledge about needs of older people. The region has the

ability to use the potential of regional stakeholders to build multidisciplinary teams working to find solutions to real needs.

Areas for improvement

Delegates pointed out that there are lot of social innovations but there is no evidence about their scaleability and transfereability. Thus they suggest to stregthen effort on impact evaluation and the opportunity to build international cooperations.

The lack of participation of citizens in the innovation cycle has been also pointed out.

5.2.5 Evaluation and impact

Delegates considered that the living lab approach is very well developed within the region and also very well integrated in the ecosystem ; this is facilitated by the presence of many testing facilities and living labs, like Autonom'lab or Calixis. They also highlighted that there are technological companies that are very active and innovative able to answer to identified needs.

Regional gouvernment is very active in funding a huge amount of project in social innovation in combination with social impact measurement.

There is space for improvement but at least the region starts to think about it. The pathway of home helper where the project defines a set of indicators and a kind of a framework which will be deployed outside of this project showed that the region is on the right track.

Neverthenless there is no impact measurment in the most of the initiatives seen by the delegates that suggested to put more effort on definition of impact criteria in advance. A proposal should be to put in place a kind of infrastructure able to measure the effects on policy and budgets and a measure of quality of life, that you can't have on the project level.