



Promoting business for companies and the quality of life of the retiring population



BSR STARS
Innovation in the Baltic Sea Region

Leverage from
the EU
2007-2013

Who am I ?



Where do we come from ?

Population ageing – a societal challenge

The number of older people over 60 years is expected to increase

**from about 600 million in 2000 to over
2 billion in 2050**

Opportunity for the Baltic Sea region *Active for Life*

- The "Silver market" is greatly misunderstood
- Northern Europe already has a well-known and proven good level of health and social care services
- Cooperation in the Active Ageing field can contribute to the development and promotion of the macro region

Boost the competitiveness of the markets for innovative services/products

+ Respond to the ageing challenge

= Create new opportunities for businesses!



Who do we target ?





Active for Life targets healthy and active user groups



From 55 to 70 y (\pm 5 y. retirement age)

With free time (not working full time)

Physically healthy (mobile)

Financially stable (with disposable income)

Living independently (own home)



The customer group

People entering retirement want to live '*golden years*' to the fullest.

The “new” retired population looks for socializing, but also for experiencing new things, self-indulgence, holidays, comfort and feeling useful to society.

The newly retired typically have:

- Higher education
- Higher disposable income
- Better health
- Sophisticated tastes, homes and gadgets
- Wider networks of friends

Active for Life philosophy

International initiative testing the concept of business making through user-driven innovation based on the promotion of healthy life-styles and the wellbeing of people entering retirement

Participants



Country	Partners
FI	Culminatum Innovation Oy Ltd (lead) + Finnmedi, Jykes, Makery (Helsinki Business and Science Park - Viikki Food Centre)
DE	BioCon Valley GmbH
SE	New Tools for Health
LT	Community Relationship Consultants NGO
DK	Aalborg University, Dept of Health Science and Technology

What have we done ?

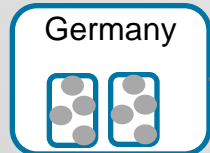
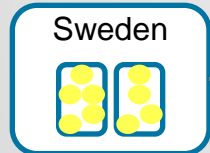
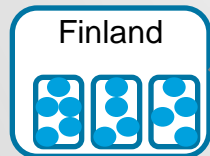
The Process

User-needs
demand analysis

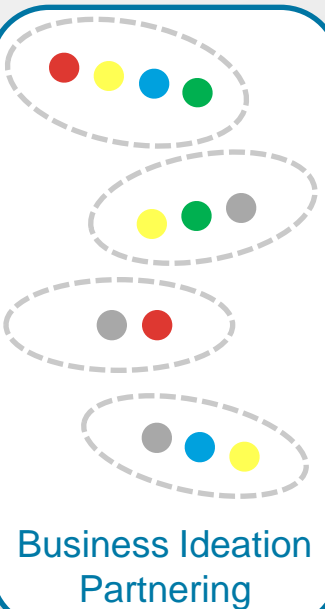
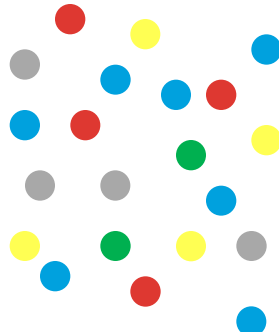
Info events

Networking
event

Biz dev
workshop



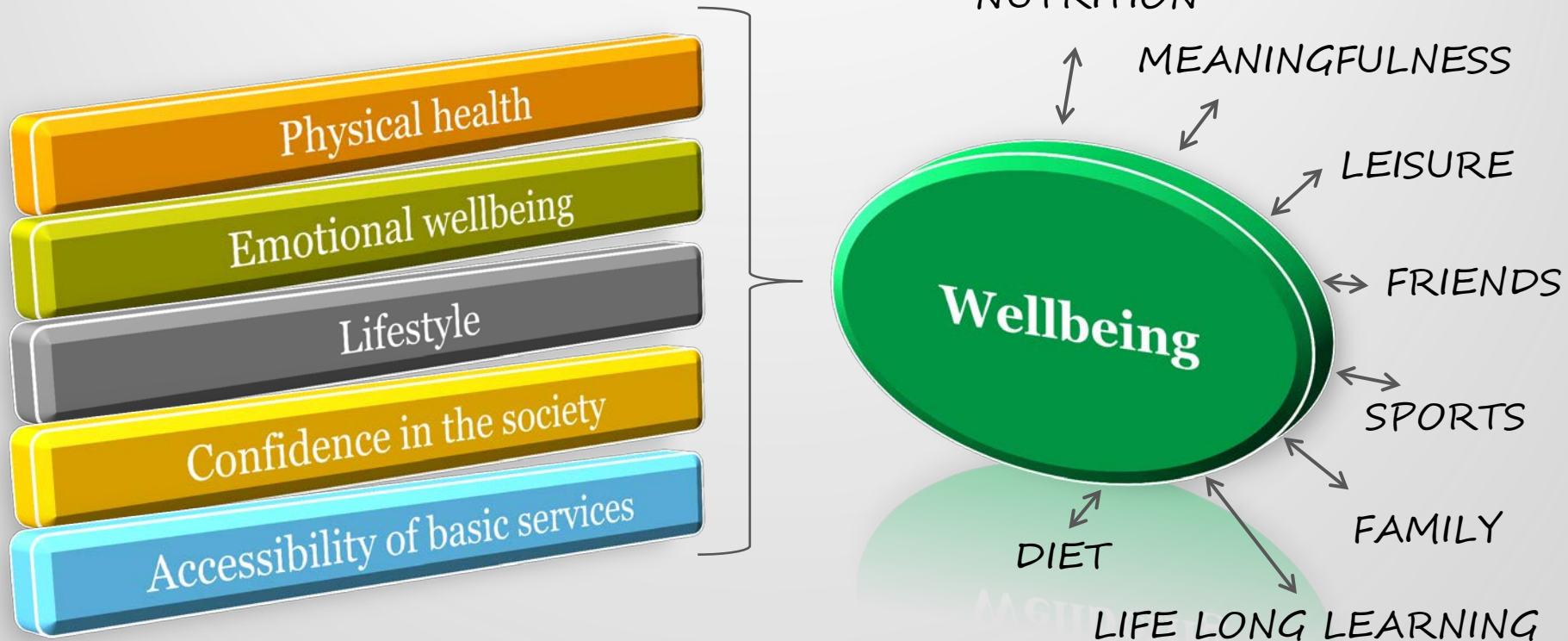
Networking &
Matchmaking
Stockholm



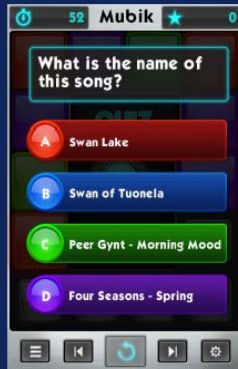
Continuous
development
support

...2013...2014...

The dimensions of Wellbeing



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What have we achieved ?

- Tools
 - User-driven innovation camp
 - Market analysis
 - Signal sessions
 - Business models
- Network of '*silver*' end-users & companies
- Spin-Offs
 - New products
 - New companies
 - New Innovation and Cooperation projects

A vision of the future



**Baltic Sea Region as an global innovation and
business hub promoting business for
companies and the quality of life of the
elderly**

What lies ahead ?





Thank you!

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