



Digital solutions for supporting older people

Some lessons learned from earlier projects

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“Digital” strategies – Some lessons learned

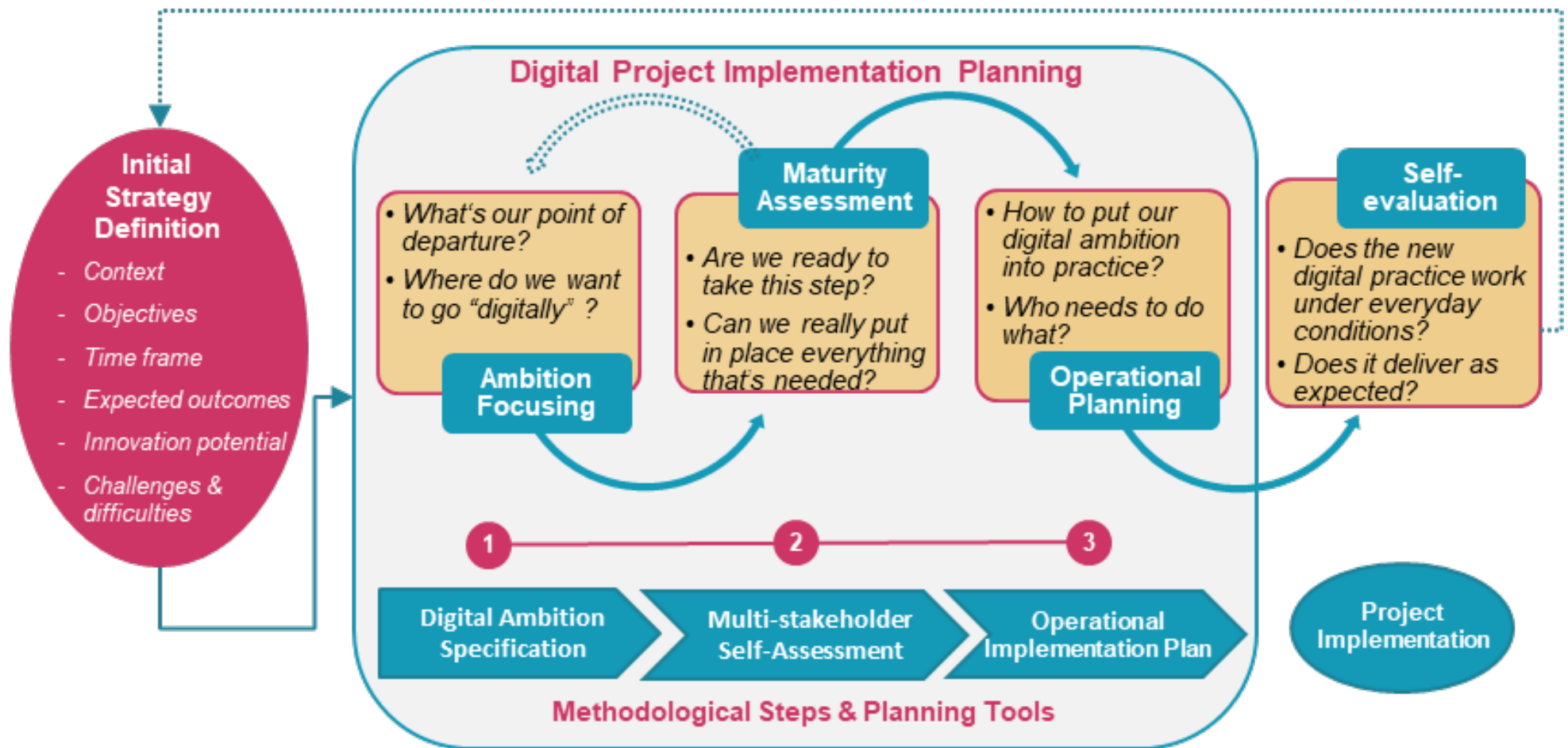
- Lack of knowledge about how “digital solutions” work in practice
 - Optimism bias re capabilities provided by the technology
 - Simplistic assumption re stakeholder benefits and impacts
 - Lack of understanding of the non-technological requirements on getting a “digital solution” fully up-and-running
- ❖ “Digital” alone is often not enough to solve the problem
 - ❖ “Going digital” is not necessarily a cheap route
 - ❖ It should not be taken for granted that all stake holders will equally benefit from “going digital” when compared with the effort required to be taken
 - ❖ Bottom-up projects often struggle with resources and long-term commitment of volunteer stakeholders to sustain digital “solutions” after the initial euphoria



Digital “solutions” tend to be strongly context-bound and not simply replicable one-to-one

- Structure expectations and targets:
 - ✓ What exactly is the (non-technological) problem to be solved with help of a digital solution?
 - ✓ What exactly should be done by (different) stakeholders with help of a digital “tool” to solve the problem?
 - ✓ What does it take to get a suitable digital solution fully up-and-running?
- Narrow down practical steps for strategy implementation:
 - ✓ Are there digital tools / services whose use is feasible & perceived as helpful by the individual stakeholders envisaged to become involved?
 - ✓ How to plan clearly defined operational implementation steps of one or more digital tools / services?

From idea to practice



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