Preparatory Action on

Smart Rural Areas in the 21st Century

Guidance Document

on

Joint Stakeholder Ambition Statement

for the

Cumeeira "Social Village" Project
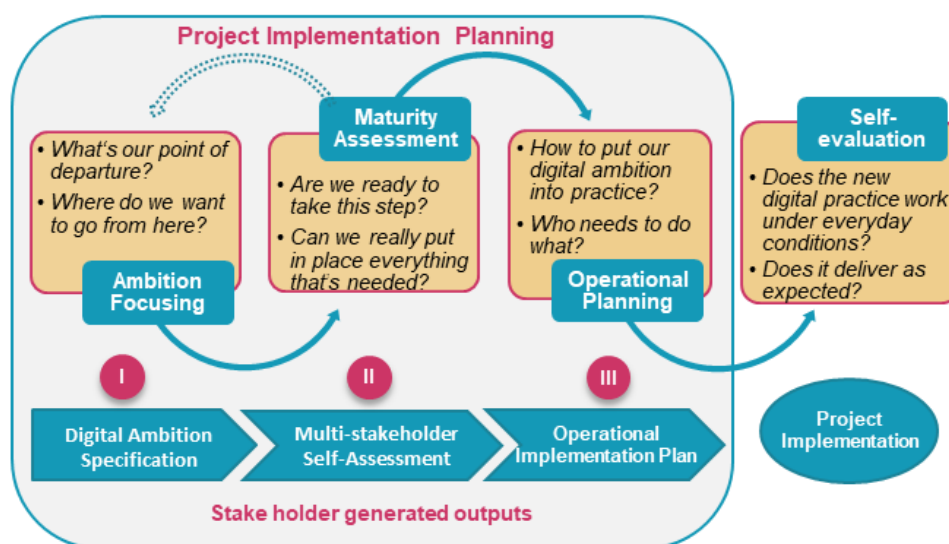

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1   Introduction

The main objective of the "Social Village" project Cumeeira is to transform the village into a hospitable environment for accommodating older people with chronic degenerative diseases and those in rehabilitation or recovery processes. To this end, it is envisaged to provide targeted support enabling older people to live independently in their home environment. At the current stage of the project, several core activities are envisaged to be implemented to achieve this objective such as:

- Refurbishment of housing to provide autonomous living spaces for older people
- The utilisation of digital technologies and other equipment suitable to improve quality of life of older people
- Activities to support at active and healthy aging in the village.

In the scoping paper on the "Social Village" Concept of 26th June 2021, a multi-staged approach is proposed for developing an operational project implementation plan. Taking the generic ideas outlined in the framework of the Smart Village Strategy as a point of departure, generally speaking, the staged approach is intended to enable a co-design process that involves the different stake holders at the local level.

Figure 1 – Graphical summary of the process outlined in the initial scoping paper of 26th June 2021

Source: ©empirica

It can be assumed that different stakeholder may have different requirements for outing the Social Village concept into practice. The co-design process therefore aims at translating the general idea of a "Social Village" into a viable project that

can be jointly supported by all stakeholders. Experiences from similar contexts have shown that this can best achieved by means of a step-wide approach which can be summarised as follows (Figure 1):
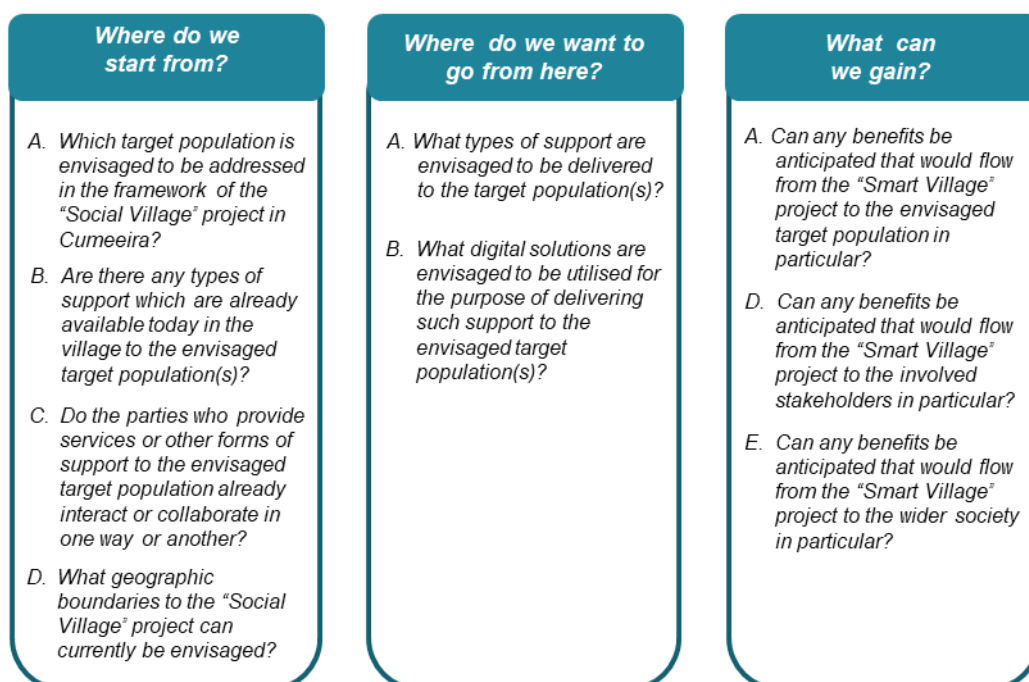
I. *Ambition focusing*: Here the focus is on making sure that all stakeholders share the same vision when it comes to the Social Village concept. It should not at all be considered certain that all stakeholders really mean the same thing when they talk about the "Social Village". The first step is therefore to find a common language in defining what the general idea of the "Social Village" could look like in practice. At this stage, the main aim is not to define exactly how it can be implemented, but what is meant by it and what it could and should achieve from the point of view of the different local stakeholders that may be involved. Nevertheless, the joint vision should be based as far as possible on a realistic assessment of the local situation, and the vision of a "Social Village" and the expected benefits should be spelled out as concretely as possible at the beginning.

II. *Maturity self-assessment:* Once a joint vision for the "Social Village" has been agreed among all local stakeholders, the next work step focuses on a critical appraisal of this initial vision. Here, the stakeholders are requested to critically reflect on the strengths and weaknesses of the hitherto envisaged "Social Village" approach, as described in the 'Initial Ambition Statement'. When doing so, aspects that might make it difficult or perhaps even impossible to put the currently stated ambition into practice should receive particular attention. Depending on the given framework conditions, a range of quite different factors may potentially impede the successful implementation of the initially stated ambition in terms of a fully up-and-running project by the current stakeholder group. Equally, diverse supportive capacities may potentially be available for putting the currently envisaged "idea of a "social Village" into practice, albeit these may not yet have been considered in a systematic way. The intention of the maturity self-assessment is therefore that the hitherto involved stakeholders "take a step back" and reflect in a self-critical manner on the initially stated ambition before concrete measures are taken to set up a local project. Depending on the outcome of this step, the initially defined vision of a "Social Village" may or may not be revised or adapted.

III.   *Operational implementation planning*: This work step aims at translating the outcomes of the previous ones into a comprehensive scaling-up plan of the "Social Village" under day-to-day conditions. More precisely, the focus is on transforming the strengths and opportunities of the consolidated and shared vision of the "Social Village" into a concrete implementation project. The structure of the scaling-up plan is to be designed in a way that guides the involved stakeholders through the project development process. It should also enable the stakeholder to effectively manage and monitor project implementation.

For each of these steps, a dedicated guidance document together with an outcome documentation template will be provided by empirica. This document is intended to provide guidance on the 1st step, i. e. the initial ambition focussing. It describes a range of guiding questions (Figure 2) along which a common vision for the "Social Village" can be elaborated together with relevant local stake holders. For each question further considerations are presented throughout the remainder of this document. Outcomes can be documented in terms of a "Joint Ambition Statement" as presented in the Annex.

Figure 2 – Guiding questions for the joint development of an initial ambition statement with the local stakeholders

Where do we start from?

A. Which target population is envisaged to be addressed in the framework of the "Social Village" project in Cumeeira?

B. Are there any types of support which are already available today in the village to the envisaged target population(s)?

C. Do the parties who provide services or other forms of support to the envisaged target population already interact or collaborate in one way or another?

D. What geographic boundaries to the "Social Village" project can currently be envisaged?

Where do we want to go from here?

A. What types of support are envisaged to be delivered to the target population(s)?

B. What digital solutions are envisaged to be utilised for the purpose of delivering such support to the envisaged target population(s)?

What can we gain?

A. Can any benefits be anticipated that would flow from the "Smart Village" project to the envisaged target population in particular?

D. Can any benefits be anticipated that would flow from the "Smart Village" project to the involved stakeholders in particular?

E. Can any benefits be anticipated that would flow from the "Smart Village" project to the wider society in particular?

The current guidance document leaves some flexibility when it comes to its practical application. Depending on local framework conditions, it can be used in slightly different ways:

- It can be applied in a workshop type format, e. g. to prepare and hold workshops with local stakeholders and document outcomes respectively.
- It can also be used to guide a series of open interviews with individual stakeholders. Outcomes of the individual interviews can then be synthesised in term of an ambition statement document, which again can be jointly confirmed all stakeholders involved.
- It is also possible to start with elaborating a very first version of the ambition statement document along the line of the guiding questions, which can then serve as an input for further consolidation activities involving the local stakeholders, e. g. in terms of joint workshops or separate interviews.

Independent which methodological approach seems most appropriate to the given local circumstances, an effort should be made to describe the idea of a "Social Village" as concretely as possible in relation to the individual questions set out in the current template, thereby reflecting on the following core aspects:

- What is it that could be done in our village (the "what")?
- At what scale could it be done in our village (the "how much")?
- How could it be done in our village (the "how")?

2 Where do we start from?

2.1 Which target population is envisaged to be addressed in the framework of the "Social Village" project in Cumeeira?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on the target population(s) that may be addressed with help of the "Social Village" concept in Cumeeira. According to earlier experiences it seems important to try being as precise as possible in this respect right from the beginning, and

Older people in need of support are at the focus of the "Social Village" project. In everyday life, however, the individual needs of older people can differ greatly. It therefore seems to make sense to first develop as precise an idea as possible of which needs on the part of older people could be meaningfully addressed within

the framework of the "Social Village" concept. When doing so, it seems worth bearing in mind that different stakeholders may look at this question through different lenses. Medical professionals, for instance, may look at health needs first, while social workers may look at social needs first. Landlords of senior housing, on the other hand, may look at economic aspects first.

It is therefore important that the different stake holders involved in the project start developing a common understanding of the target population that could be addressed by the "Social Village" project. It is not only important to find a common position among all stakeholders involved on which target groups to address, but also to find a common language on how best to describe them. In general, older people in need to support can be described along the line of different characteristics as sketched in the following for illustrative purposes:

- **Medical characteristics of the target population**: Many older people suffer from chronic health conditions. Among the top ten conditions rank for instance high blood pressure (Hypertension), arthritis, heart disease, diabetes, chronic kidney disease, heart failure, depression, chronic obstructive pulmonary disease, Alzheimer's disease, and dementia. In many cases older people suffer from more than one chronic condition. Certain needs for support that are associated with different chronic conditions may differ, while there may be generic needs for support cutting across more than one condition.

- **Social characteristics of the target population**: When it comes the need for older people to stay community-dwelling, satisfying social needs can be important. When social needs are not satisfied, this can also lead to mental and physical health problems. Topics that are frequently discussed in this context concern participation in hobbies and in volunteer work and being connected. The social needs of older people tend to be diverse. They focus on both the intimate (e. g. family and friends) and the peripheral (e. g. the wider neighbourhood and clubs) members of their networks. When developing an initial joint idea on what target population might be addressed by then "Social Village" project on the grounds of social characteristics, an effort should be made to describe <u>as precisely as possible at the current stage</u> what social needs may in fact be addressable in the framework of the "Social Village" concept in more practical terms.

- **Other characteristics**: Beyond medical and social characteristics of the envisaged target population, there might be all sorts of <u>other aspects</u> that may need to deserve attention from the perspective of individual stake holders when it comes to initially describing the population groups to be addressed as part of the "Social Village" concept. Such aspects may reflect economic, regulatory, or other boundaries within which they typically work or operate. Even such aspects may not necessarily concern personal

characteristics of individuals, they may have an impact on arriving at <u>a common understanding</u> of the questions which target population should primarily be addressed from the particular viewpoints of the different stakeholders involved. In fact, <u>not all stake holders may necessarily share the same interests</u>. For instance, local service provider organisations, e. g. in the fields of medical care or social care, operating under some sort of statutory or publicly financed health/social care scheme may have an interest to focus on those individuals who are eligible to receive support services under this scheme. Other stake holders such as landlords may (need to) work towards a commercially driven business model when supporting older people and might thus have a particular interest in focussing on those older consumers or tenants who are comparatively well off in economic terms. In contrast voluntary organisations may primarily work towards an ethically grounded model of supporting vulnerable people living in the local community. In view of confined personal capacities and resources, they might for instance be less interested in attracting older people from other geographical areas to move in the local community.

The above examples of possible characteristics along which the envisaged target population(s) could be described for the purposes of "Social Village" project are not intended to be prescriptive. Rather, they are intended to illustrate the potential diversity of possible stakeholder interests and related criteria that might be used to narrow down potential target group from their own point of view. It is important that all ideas on the subject are put on the table as early as possible and that a common description of the target population is finally found that all stakeholders can agree on.

As a tangible output, a text should be jointly agreed that describes the target population aimed to be addressed by the "Social Village" project as comprehensively and at the same time precisely as possible at this early stage. Even though there may well be changes in the course of the further joint planning process, it is important at the beginning to develop as precise a common idea as possible of who is ultimately to be addressed with help of the "Social Village" concept, and no stakeholder perspective should be left out.

2.2 Are there any types of support which are already available today in the village to the envisaged target population(s)?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on whether, and if so in what way and to what extent any forms of support are already available to the envisaged target population in or around the village. A thorough overview of the status quo serves as a useful basis for identifying possible directions for the further co-development of the "Social

Village" concept by different stakeholder involved. It may point to gaps and opportunities - let them be practically addressable at the current stage - which may trigger further ideas at the part of the different stakeholders involved.

Currently available forms of support may for instance include services delivered by professionals, e. g. in the field of health and social care. Such professional support may be paid publicly or privately. However, there may also be non-professional forms of support available already today, e. g. from local voluntary associations. It may also be possible that certain facilities may be already available in or around the village which could be considered supportive to the envisaged target population, at least in principle, such as care facilities or leisure facilities. These are just some examples of possible types of support which may be relevant in Cumeeira which are intended to only serve illustrative purpose here.

As a tangible output, a text should be jointly agreed by the local stakeholders describing all types of support that are available to the envisaged target population(s) already today. These should be described as comprehensively and precisely as possible at the current stage of the overall project development process. An effort should be made to describe the type(s) of service(s) or other forms of support provided by different parties to the envisaged target population (the "what"). It should also be described at what scale support currently available, e. g. how many people are currently supported (the "how much"). If possible, it should also be described how each type of service/support is typically managed, funded, and regulated today (the "how"). Where possible and meaningful the descriptive text should be supported with available evidence as deemed relevant at the current stage, e. g. figures that may be available in relation to the "how much" or relevant policies or regulations in relation to the "how" could be references as far as available/meaningful.

2.3 Do the parties who provide services or other forms of support to the envisaged target population already interact or collaborate in one way or another?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on whether, and if so in what way and to what extent different parities that provide services and/or other forms of support to the envisaged target population may already collaborate or otherwise interact with each other, be it in a formal or informal manner. For instance, care providers and family carers may collaborate in delivering health or social care to older individuals living in the community. Or voluntary organisations can work with care institutions to visit elderly people and prevent them from loneliness.

It may also be possible that stakeholders who do already collaborate or interact in one way or another, uses any supportive tools or gadgets. For instance, it might

be possible that social media services such as WhatsApp, Facebook or other are used by voluntary organisations or local neighbourhood as a means of supporting self-organisation or communication, beyond personal meetings. It might also be possible that remote alarms services are available, e. g. so called push button "social alarms", intended to support older people receiving family care or professional care. Here again, these examples are just provided for illustrative purposes, and there may be other tools which are already used by relevant stakeholders.

> As a tangible output a text should be jointly agreed which describes as precisely as possible in what way the different parties concerned do typically interact or collaborate (the "what"). Also, an effort should be made to describe at which scale they interact/collaborate (the "how much"). As far as possible, it should also be described whether they typically utilise any tools or technical infrastructures for their interaction/collaboration, be these digital ones or others (the "how").

2.4 What geographic boundaries to the "Social Village" project can currently be envisaged?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any geographic boundaries envisaged for the "Social Village" project in Cumeeira at the current stage. It may for instance be possible that the practical implementation of the project concerns the immediate village or several villages within a certain area around Cummeeira. In the latter case, it may for instance be required to network stake holders from different villages for putting the "Social Village" concept into practice. Also, it may be envisaged to involve stakeholders beyond the village(s) immediately concerned, e. g. care service providers operating throughout the region, i. e. beyond the geographic and administrative boundaries of the village(s) concerned.

> As a tangible output a text should be jointly agreed that reflects upon as precisely as possible at the current stage of the project which geographic area is envisaged to be covered by the "Social Village" project.

3 Where do we want to go from here?

3.1 What types of support are envisaged to be delivered to the target population(s)?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on the forms of support that can – at the current stage - be envisaged

to be provided to the target population(s) of the "Social Village" project by the stakeholders involved.

Such forms of support might for instance concern the delivery of care and other support services directly to older people, let them be provided by professionals or volunteers. They might also concern supportive services to others, e. g. those taking care of older people, professionally or voluntarily, or those related to older people in other regards such as family member. It might also be possible that there are stakeholders who might envisage to develop entirely new forms of support, e. g. in terms of a new business idea or a voluntary support scheme. Again, these examples are presented here for illustrative purpose only, and the works with the stakeholders should be as open as possible for any ideas at this stage. At the same time, an effort should be made to describe the envisaged forms of support as concretely as possible at the current stage.

As a tangible output a text should be jointly agreed which describes as precisely as possible at the current stage what forms of support can currently be envisaged to be provided to the envisaged target group, or to other actors that might have relevance to the target population (the "what"). Also, an effort should be made to describe at which scale such support can be envisaged to be provided as part of the "Social Village" project (the "how much"). As far as possible, it should also be described which stakeholders might be able to deliver the support and in what way it might be delivered (the "how").

3.2 What digital solutions are envisaged to be utilised for the purpose of delivering such support to the envisaged target population(s)?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any digital services or gadgets that might be considered suitable for supporting the delivery of the envisaged forms of support to the target populations(s).

Digital solutions potentially relevant to the "Social Village" concept can be pragmatically grouped in a manner that maps loosely to the 'technology market' segments that typically structure the delivery of support to older people:

•   digital social care solutions,

•   digital health care solutions,

•   digital housing solutions,

•   and digital consumer solutions

For further details on each of these categories see also the Scoping Paper on the "Social Village" Concept of 26th June 2021 as provided earlier. As also mentioned in this paper, it is worth bearing in mind that technology often enfolds its full

potential in conjunction with human support, whether provided on a voluntary basis or in form of (publicly or privately) paid services. In such cases, the desired end user support can frequently not be delivered by digital technology alone, but by incorporating specific roles played by family member, volunteers, or professional services into a digitally enabled support scheme. Beyond merely implementing software products and digital devices, in such cases the desired "digital solution" therefore tends to also require the agreement of reliable collaboration processes among those parties that have a role to play in effectively providing desired levels of support to older people with help of technology.

> As a tangible output a text should be jointly agreed which describes as precisely as possible at the current stage in what way any digital tools or gadgets can be anticipated to support the delivery of the desired support. An effort should be made to describe which stakeholder might utilise which tool/gadget in this context (the "what"). Also, an effort should be made to describe at which scale such tools/gadgets can be envisaged to be utilised by the different stakeholders (the "how much"). As far as possible, in what way relevant stakeholders might be able to employ the digital tools/gadget in questions (the "how").

4 What can we gain?

4.1 Can any benefits be anticipated that would flow from the "Social Village" project to the envisaged target population in particular?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any benefits that might possibly be gained from the Social Village project by the envisaged target population(s).

Such benefits may concern older people themselves, e.g. when it comes to health and safety related aspects such as avoidance of unplanned hospital stays or exacerbations of chronic conditions. Benefits may also concern quality of life, e. g. by enabling older people to stay in the own home environment rather than having to move to an institutional setting when a certain stage of dependency has been reached. However, benefits may also concern parties that are more or less closely connected with the target population, e. g. family members living at another place who might be able to gain in terms of reduced needs for commuting or increased levels of peace of mind.

> As a tangible output a text should be jointly agreed which describes in what way the envisaged target population and/or any connected parties may benefit from the envisaged dorms of support (the "what"). As far as possible at the current

stage, it should also be described at what scale the envisaged target population is likely to benefit (the "how much").

4.2 Can any benefits be anticipated that would flow from the "Social Village" project to the involved stakeholders in particular?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any benefits that might possibly be gained from the Social Village project by the different stakeholders involved in the "Social Village" project.

In general, a range of quite different benefits may be of relevance here, depending on the stakeholders involved. Those stakeholders typically working towards a commercial service model, e. g. private landlords or care service provider organisations, may need to take any profit gains into account, or losses if things don't work as expected. Stake holders working towards a public services model such as public care services providers - although they may not necessarily depend on the achievement of profit margins - might nevertheless need to keep an eye on budgetary constraints. They could possibly benefit from efficiency gains, e. g. when they are enabled to serve more people with the same staff. There may also be intangible gains potentially achievable by the "Social Village" project, e. g. if ethical or emotional benefits flow from the project to voluntary organisations when these are enabled to effectively improve the situation of vulnerable people living in the community.

As a tangible output a text should be jointly agreed which describes in what way the individual stakeholders involved may benefit from delivering support to the envisaged target population(s) (the "what"). As far as possible at the current stage, it should also be described at what scale the envisaged stake holders are likely to benefit (the "how much").

4.3 Can any benefits be anticipated that would flow from the "Social Village" project to the wider society in particular?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any benefits that might possibly be gained from the Social Village project by the wider society.

Apart from those parties immediately involved in the delivery of support to the envisaged target population, there might be further beneficiaries, at least potentially. It might for instance be possible that the wider region benefits from economic and/or social wealth generated by the Social Village project. It may also be possible that the "Social Village" project might help in addressing any political targets or legal duties that have been set at the regional or national governance levels.

As a tangible output a text should be jointly agreed which describes in what way the wider society may benefit from the "Social Village" project (the "what"). As far as possible at the current stage, it should also be described at what scale the wider society is likely to benefit (the "how much").

Annex

Proposed structure of the "Initial Ambition Statement" document to be developed with relevant the local stakeholders

1 Point of departure

1.1 Target population envisaged to be addressed in the framework of the "Social Village"

1.2 Types of support currently available to the envisaged target population(s)

1.3 Current forms of collaboration or interaction among relevant stakeholders

1.4 Envisaged geographic boundaries to the "Social Village" project

2 Envisaged support to the target population

2.1 Types of support envisaged to be delivered by different stake holders

2.2 Digital solutions envisaged to be utilised

3 Envisaged benefits

3.1 Envisaged benefits for the target population

3.2 Envisaged benefits for local stakeholders

3.3 Envisaged benefits for the wider society

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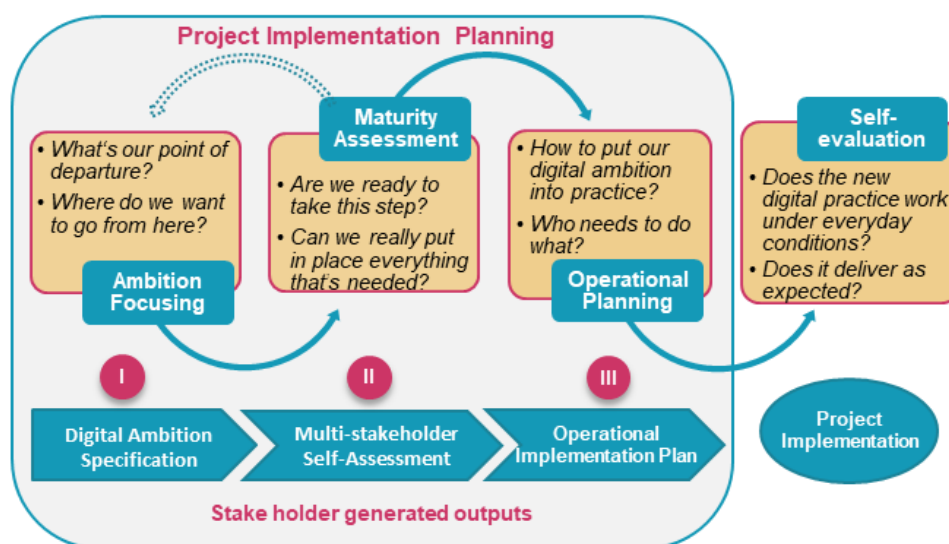
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The main objective of the "Social Village" project Cumeeira is to transform the village into a hospitable environment for accommodating older people with chronic degenerative diseases and those in rehabilitation or recovery processes. To this end, it is envisaged to provide targeted support enabling older people to live independently in their home environment. At the current stage of the project, several core activities are envisaged to be implemented to achieve this objective such as:

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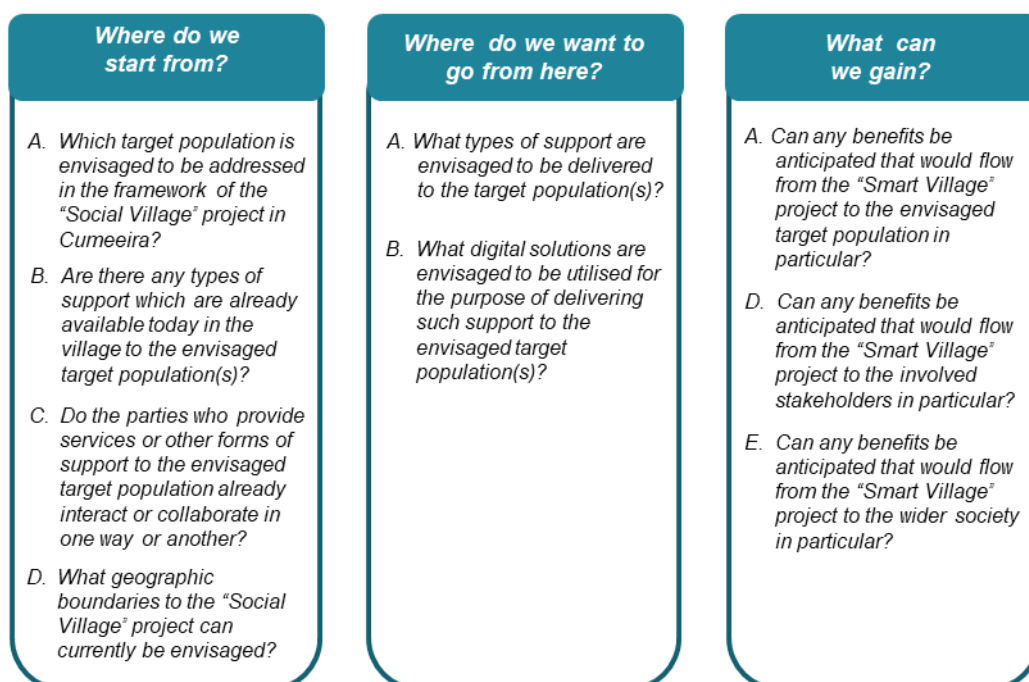
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Where do we start from?	Where do we want to go from here?	What can we gain?
A. Which target population is envisaged to be addressed in the framework of the "Social Village" project in Cumeeira? B. Are there any types of support which are already available today in the village to the envisaged target population(s)? C. Do the parties who provide services or other forms of support to the envisaged target population already interact or collaborate in one way or another? D. What geographic boundaries to the "Social Village" project can currently be envisaged?	A. What types of support are envisaged to be delivered to the target population(s)? B. What digital solutions are envisaged to be utilised for the purpose of delivering such support to the envisaged target population(s)?	A. Can any benefits be anticipated that would flow from the "Smart Village" project to the envisaged target population in particular? D. Can any benefits be anticipated that would flow from the "Smart Village" project to the involved stakeholders in particular? E. Can any benefits be anticipated that would flow from the "Smart Village" project to the wider society in particular?

The current guidance document leaves some flexibility when it comes to its practical application. Depending on local framework conditions, it can be used in slightly different ways:

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the framework of the "Social Village" concept. When doing so, it seems worth bearing in mind that different stakeholders may look at this question through different lenses. Medical professionals, for instance, may look at health needs first, while social workers may look at social needs first. Landlords of senior housing, on the other hand, may look at economic aspects first.

It is therefore important that the different stake holders involved in the project start developing a common understanding of the target population that could be addressed by the "Social Village" project. It is not only important to find a common position among all stakeholders involved on which target groups to address, but also to find a common language on how best to describe them. In general, older people in need to support can be described along the line of different characteristics as sketched in the following for illustrative purposes:

- **Medical characteristics of the target population**: Many older people suffer from chronic health conditions. Among the top ten conditions rank for instance high blood pressure (Hypertension), arthritis, heart disease, diabetes, chronic kidney disease, heart failure, depression, chronic obstructive pulmonary disease, Alzheimer's disease, and dementia. In many cases older people suffer from more than one chronic condition. Certain needs for support that are associated with different chronic conditions may differ, while there may be generic needs for support cutting across more than one condition.

- **Social characteristics of the target population**: When it comes the need for older people to stay community-dwelling, satisfying social needs can be important. When social needs are not satisfied, this can also lead to mental and physical health problems. Topics that are frequently discussed in this context concern participation in hobbies and in volunteer work and being connected. The social needs of older people tend to be diverse. They focus on both the intimate (e. g. family and friends) and the peripheral (e. g. the wider neighbourhood and clubs) members of their networks. When developing an initial joint idea on what target population might be addressed by then "Social Village" project on the grounds of social characteristics, an effort should be made to describe <u>as precisely as possible at the current stage</u> what social needs may in fact be addressable in the framework of the "Social Village" concept in more practical terms.

- **Other characteristics**: Beyond medical and social characteristics of the envisaged target population, there might be all sorts of <u>other aspects</u> that may need to deserve attention from the perspective of individual stake holders when it comes to initially describing the population groups to be addressed as part of the "Social Village" concept. Such aspects may reflect economic, regulatory, or other boundaries within which they typically work or operate. Even such aspects may not necessarily concern personal

characteristics of individuals, they may have an impact on arriving at <u>a common understanding</u> of the questions which target population should primarily be addressed from the particular viewpoints of the different stakeholders involved. In fact, <u>not all stake holders may necessarily share the same interests</u>. For instance, local service provider organisations, e. g. in the fields of medical care or social care, operating under some sort of statutory or publicly financed health/social care scheme may have an interest to focus on those individuals who are eligible to receive support services under this scheme. Other stake holders such as landlords may (need to) work towards a commercially driven business model when supporting older people and might thus have a particular interest in focussing on those older consumers or tenants who are comparatively well off in economic terms. In contrast voluntary organisations may primarily work towards an ethically grounded model of supporting vulnerable people living in the local community. In view of confined personal capacities and resources, they might for instance be less interested in attracting older people from other geographical areas to move in the local community.

The above examples of possible characteristics along which the envisaged target population(s) could be described for the purposes of "Social Village" project are not intended to be prescriptive. Rather, they are intended to illustrate the potential diversity of possible stakeholder interests and related criteria that might be used to narrow down potential target group from their own point of view. It is important that all ideas on the subject are put on the table as early as possible and that a common description of the target population is finally found that all stakeholders can agree on.

As a tangible output, a text should be jointly agreed that describes the target population aimed to be addressed by the "Social Village" project as comprehensively and at the same time precisely as possible at this early stage. Even though there may well be changes in the course of the further joint planning process, it is important at the beginning to develop as precise a common idea as possible of who is ultimately to be addressed with help of the "Social Village" concept, and no stakeholder perspective should be left out.

2.2 Are there any types of support which are already available today in the village to the envisaged target population(s)?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on whether, and if so in what way and to what extent any forms of support are already available to the envisaged target population in or around the village. A thorough overview of the status quo serves as a useful basis for identifying possible directions for the further co-development of the "Social

Village" concept by different stakeholder involved. It may point to gaps and opportunities - let them be practically addressable at the current stage - which may trigger further ideas at the part of the different stakeholders involved.

Currently available forms of support may for instance include services delivered by professionals, e. g. in the field of health and social care. Such professional support may be paid publicly or privately. However, there may also be non-professional forms of support available already today, e. g. from local voluntary associations. It may also be possible that certain facilities may be already available in or around the village which could be considered supportive to the envisaged target population, at least in principle, such as care facilities or leisure facilities. These are just some examples of possible types of support which may be relevant in Cumeeira which are intended to only serve illustrative purpose here.

As a tangible output, a text should be jointly agreed by the local stakeholders describing all types of support that are available to the envisaged target population(s) already today. These should be described as comprehensively and precisely as possible at the current stage of the overall project development process. An effort should be made to describe the type(s) of service(s) or other forms of support provided by different parties to the envisaged target population (the "what"). It should also be described at what scale support currently available, e. g. how many people are currently supported (the "how much"). If possible, it should also be described how each type of service/support is typically managed, funded, and regulated today (the "how"). Where possible and meaningful the descriptive text should be supported with available evidence as deemed relevant at the current stage, e. g. figures that may be available in relation to the "how much" or relevant policies or regulations in relation to the "how" could be references as far as available/meaningful.

2.3 Do the parties who provide services or other forms of support to the envisaged target population already interact or collaborate in one way or another?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on whether, and if so in what way and to what extent different parities that provide services and/or other forms of support to the envisaged target population may already collaborate or otherwise interact with each other, be it in a formal or informal manner. For instance, care providers and family carers may collaborate in delivering health or social care to older individuals living in the community. Or voluntary organisations can work with care institutions to visit elderly people and prevent them from loneliness.

It may also be possible that stakeholders who do already collaborate or interact in one way or another, uses any supportive tools or gadgets. For instance, it might

be possible that social media services such as WhatsApp, Facebook or other are used by voluntary organisations or local neighbourhood as a means of supporting self-organisation or communication, beyond personal meetings. It might also be possible that remote alarms services are available, e. g. so called push button "social alarms", intended to support older people receiving family care or professional care. Here again, these examples are just provided for illustrative purposes, and there may be other tools which are already used by relevant stakeholders.

As a tangible output a text should be jointly agreed which describes as precisely as possible in what way the different parties concerned do typically interact or collaborate (the "what"). Also, an effort should be made to describe at which scale they interact/collaborate (the "how much"). As far as possible, it should also be described whether they typically utilise any tools or technical infrastructures for their interaction/collaboration, be these digital ones or others (the "how").

2.4 What geographic boundaries to the "Social Village" project can currently be envisaged?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any geographic boundaries envisaged for the "Social Village" project in Cumeeira at the current stage. It may for instance be possible that the practical implementation of the project concerns the immediate village or several villages within a certain area around Cummeeira. In the latter case, it may for instance be required to network stake holders from different villages for putting the "Social Village" concept into practice. Also, it may be envisaged to involve stakeholders beyond the village(s) immediately concerned, e. g. care service providers operating throughout the region, i. e. beyond the geographic and administrative boundaries of the village(s) concerned.

As a tangible output a text should be jointly agreed that reflects upon as precisely as possible at the current stage of the project which geographic area is envisaged to be covered by the "Social Village" project.

3   Where do we want to go from here?

3.1 What types of support are envisaged to be delivered to the target population(s)?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on the forms of support that can – at the current stage - be envisaged

to be provided to the target population(s) of the "Social Village" project by the stakeholders involved.

Such forms of support might for instance concern the delivery of care and other support services directly to older people, let them be provided by professionals or volunteers. They might also concern supportive services to others, e. g. those taking care of older people, professionally or voluntarily, or those related to older people in other regards such as family member. It might also be possible that there are stakeholders who might envisage to develop entirely new forms of support, e. g. in terms of a new business idea or a voluntary support scheme. Again, these examples are presented here for illustrative purpose only, and the works with the stakeholders should be as open as possible for any ideas at this stage. At the same time, an effort should be made to describe the envisaged forms of support as concretely as possible at the current stage.

As a tangible output a text should be jointly agreed which describes as precisely as possible at the current stage what forms of support can currently be envisaged to be provided to the envisaged target group, or to other actors that might have relevance to the target population (the "what"). Also, an effort should be made to describe at which scale such support can be envisaged to be provided as part of the "Social Village" project (the "how much"). As far as possible, it should also be described which stakeholders might be able to deliver the support and in what way it might be delivered (the "how").

3.2 What digital solutions are envisaged to be utilised for the purpose of delivering such support to the envisaged target population(s)?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any digital services or gadgets that might be considered suitable for supporting the delivery of the envisaged forms of support to the target populations(s).

Digital solutions potentially relevant to the "Social Village" concept can be pragmatically grouped in a manner that maps loosely to the 'technology market' segments that typically structure the delivery of support to older people:

• digital social care solutions,

• digital health care solutions,

• digital housing solutions,

• and digital consumer solutions

For further details on each of these categories see also the Scoping Paper on the "Social Village" Concept of 26th June 2021 as provided earlier. As also mentioned in this paper, it is worth bearing in mind that technology often enfolds its full

potential in conjunction with human support, whether provided on a voluntary basis or in form of (publicly or privately) paid services. In such cases, the desired end user support can frequently not be delivered by digital technology alone, but by incorporating specific roles played by family member, volunteers, or professional services into a digitally enabled support scheme. Beyond merely implementing software products and digital devices, in such cases the desired "digital solution" therefore tends to also require the agreement of reliable collaboration processes among those parties that have a role to play in effectively providing desired levels of support to older people with help of technology.

As a tangible output a text should be jointly agreed which describes as precisely as possible at the current stage in what way any digital tools or gadgets can be anticipated to support the delivery of the desired support. An effort should be made to describe which stakeholder might utilise which tool/gadget in this context (the "what"). Also, an effort should be made to describe at which scale such tools/gadgets can be envisaged to be utilised by the different stakeholders (the "how much"). As far as possible, in what way relevant stakeholders might be able to employ the digital tools/gadget in questions (the "how").

4 What can we gain?

4.1 Can any benefits be anticipated that would flow from the "Social Village" project to the envisaged target population in particular?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any benefits that might possibly be gained from the Social Village project by the envisaged target population(s).

Such benefits may concern older people themselves, e.g. when it comes to health and safety related aspects such as avoidance of unplanned hospital stays or exacerbations of chronic conditions. Benefits may also concern quality of life, e. g. by enabling older people to stay in the own home environment rather than having to move to an institutional setting when a certain stage of dependency has been reached. However, benefits may also concern parties that are more or less closely connected with the target population, e. g. family members living at another place who might be able to gain in terms of reduced needs for commuting or increased levels of peace of mind.

As a tangible output a text should be jointly agreed which describes in what way the envisaged target population and/or any connected parties may benefit from the envisaged dorms of support (the "what"). As far as possible at the current

stage, it should also be described at what scale the envisaged target population is likely to benefit (the "how much").

4.2 Can any benefits be anticipated that would flow from the "Social Village" project to the involved stakeholders in particular?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any benefits that might possibly be gained from the Social Village project by the different stakeholders involved in the "Social Village" project.

In general, a range of quite different benefits may be of relevance here, depending on the stakeholders involved. Those stakeholders typically working towards a commercial service model, e. g. private landlords or care service provider organisations, may need to take any profit gains into account, or losses if things don't work as expected. Stake holders working towards a public services model such as public care services providers - although they may not necessarily depend on the achievement of profit margins - might nevertheless need to keep an eye on budgetary constraints. They could possibly benefit from efficiency gains, e. g. when they are enabled to serve more people with the same staff. There may also be intangible gains potentially achievable by the "Social Village" project, e. g. if ethical or emotional benefits flow from the project to voluntary organisations when these are enabled to effectively improve the situation of vulnerable people living in the community.

As a tangible output a text should be jointly agreed which describes in what way the individual stakeholders involved may benefit from delivering support to the envisaged target population(s) (the "what"). As far as possible at the current stage, it should also be described at what scale the envisaged stake holders are likely to benefit (the "how much").

4.3 Can any benefits be anticipated that would flow from the "Social Village" project to the wider society in particular?

This subsection of the Joint Stakeholder Ambition Statement aims at jointly reflecting on any benefits that might possibly be gained from the Social Village project by the wider society.

Apart from those parties immediately involved in the delivery of support to the envisaged target population, there might be further beneficiaries, at least potentially. It might for instance be possible that the wider region benefits from economic and/or social wealth generated by the Social Village project. It may also be possible that the "Social Village" project might help in addressing any political targets or legal duties that have been set at the regional or national governance levels.

As a tangible output a text should be jointly agreed which describes in what way the wider society may benefit from the "Social Village" project (the "what"). As far as possible at the current stage, it should also be described at what scale the wider society is likely to benefit (the "how much").

Annex

Proposed structure of the "Initial Ambition Statement" document to be developed with relevant the local stakeholders

1 Point of departure

1.1 Target population envisaged to be addressed in the framework of the "Social Village"

1.2 Types of support currently available to the envisaged target population(s)

1.3 Current forms of collaboration or interaction among relevant stakeholders

1.4 Envisaged geographic boundaries to the "Social Village" project

2 Envisaged support to the target population

2.1 Types of support envisaged to be delivered by different stake holders

2.2 Digital solutions envisaged to be utilised

3 Envisaged benefits

3.1 Envisaged benefits for the target population

3.2 Envisaged benefits for local stakeholders

3.3 Envisaged benefits for the wider society

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