

# SENIOR HOUSING

COLLECTION OF BEST PRACTICES  
FROM RURAL AND MOUNTAINOUS AREAS

WELCOME



**SILVER SMES**  
Interreg Europe



European Union  
European Regional  
Development Fund

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**Publication date:** 2021

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## Best practices locations



# INTRODUCTION

**SILVER SMEs** is a five-year project (2018-2023) funded by the European Union's Interreg Europe programme. SILVER SMEs aims at improving the implementation of Regional Policies for SMEs competitiveness by taking better advantage of opportunities derived from the Silver Economy. By supporting the development of new SMEs from the Silver Economy, an intrinsic objective is to generate services and goods that will contribute to improve the quality of life within an ageing society, in particular in EU rural or mountainous areas.

## WHAT IS THE SILVER ECONOMY?

The Silver Economy offers a wide range of products and services dedicated to older adults, from health to housing, culture and mobility among others. The Silver Economy aims at [improving the quality of life and supporting the autonomy of older adults](#). It accounted for over 78 million of jobs in the EU in 2015 and is a fast-growing market with opportunities to seize for innovation.

## WHY SILVER SMEs?

The [share of older adults is important in most rural and mountainous areas](#), but these territories often lack adapted goods and services. SILVER SMEs can help in adapting solutions at local level to better answer older adults' needs whether they are healthy, dependent, or fragile.

By supporting the development of the Silver Economy, SILVER SMEs' objective is twofold: [improving the quality of life of older adults](#) and [creating new employment opportunities](#) in rural and mountainous areas.

## WHY A BROCHURE OF BEST PRACTICES?

This thematic brochure on [housing](#) aims at showcasing the diversity of innovative solutions for adapted housing in rural and mountainous areas and at illustrating [how local and regional authorities can boost innovation](#). These examples were selected as best practices among the 70 good practices available in [SILVER SMEs good practices database](#).

## SMARTER HOMES SHOW FLAT (SWEDEN)



Smarter Homes is a show-flat created in 2018 in Falun municipality, Dalarna region, to showcase innovations from the Silver Economy.

### HOW DOES THE SHOW-FLAT HELP TO ADAPT THE HOUSING OFFER TO THE NEEDS OF SENIORS?

Smarter Homes is a space where companies from the Silver Economy are invited to exhibit their products. The showcased innovations in Smarter Homes are connected to [housing](#). They target older adults over 65 looking for solutions to secure a [safe and independent environment at home](#), but also their families and employees from the healthcare and homecare sectors.

Potential customers are invited to [visit the show-flat](#) in order to discover innovations, test them and [choose the most suitable products for their needs](#).

Smarter Homes therefore targets all older adults, whether they are active, vulnerable, or dependent. Each person can find the solutions he or she needs: active older people can for instance discover innovations to [facilitate their daily life](#) and vulnerable people can find systems to support their maintenance at home and delay a possible admission in a retirement home.

### HOW DOES SMARTER HOME SUPPORT THE SILVER ECONOMY SECTOR?

Companies from the Silver Economy sector are invited to [exhibit their products free of charge](#). Thus, they benefit from a great visibility without any cost. Nine companies already settled down in the show-flat, like Hjälpmedelsshopen a regional shop selling accessibility devices and Moveum a Swedish company proposing home equipment to make people's living environment accessible.

The municipality of Falun works in hand with Region Dalarna, CupperCity (a public housing company) and the Regional Centre for Industries and Companies to promote the show-flat and invite new exhibitors in order to have a constant flow of new products and services. The show-flat is also located in Falun municipal housing company's building for older and disabled persons and is therefore well located to attract a targeted public.

To promote Smarter Homes and attract older adults, 35 guided tours and 2 open house events were already organised. They welcomed a total of 500 visitors and helped to raise awareness on the potential of the Silver Economy.

Between September 2018 and January 2019, Smarter Homes mobilised one project leader, one IT developer, one IT coordinator and three contact persons to ensure the rotation of exhibitions.



Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/2491/smarter-homes/>

# BYGGDIALOG DALARNA PUBLIC-PRIVATE COOPERATION FOR HOUSING (SWEDEN)



Byggdialog Dalarna is a non-profit association working to adapt housing offers to the needs of older adults.

## HOW DOES THE INITIATIVE HELP TO IMPROVE HOUSING OFFER?

Byggdialog Dalarna is a non-profit association gathering more than 100 members, including municipalities, companies from the construction and real estate industry, banks, and fire protection enterprises. It aims at putting on the market a [housing offer better adapted to the needs of older people](#).

Byggdialog Dalarna links academia, businesses and the public sector to encourage a dialogue around housing issues for older adults. In 2016 the association created a working group focusing on housing for older adults. This group emerged from both the need of the construction industry to improve its offer of seniors' residences and the wish of municipalities of Region Dalarna to improve the quality of public buildings purchased.

The working group includes [local and regional policymakers](#) from elderly care units, [older adults](#), [construction enterprises](#), three consulting companies, and representatives from municipal's proprieties. Together, they [explore and compare the offers](#) within and outside the region of Dalarna to identify similarities and differences in terms of space in the rooms, equipment of kitchens, health devices and digitalisation. They also look at the sustainability and energy efficiency of residences, in connection with the strategy for wooden buildings implemented in Dalarna Region. New buildings for older adults are indeed made from wood, based on the scientific evidence demonstrating benefits for seniors' health.

## WHAT ARE THE BENEFITS FOR THE SILVER ECONOMY?

In Sweden, the competence of elderly care is given to local authorities. The involvement of municipalities is therefore essential to improve the public housing stock for older adults. Byggdialog Dalarna has the particularity to **involve public and private actors, as well as older people**, in a common reflection on housing. The association also brings **science on board**, as Byggdialog Dalarna's office is located within the premises of the University of Dalarna to facilitate the connections with researchers.

The initiative enabled to raise awareness on the needs of older adults among the construction sector. Moreover, the public purchase of new residences for seniors triggers innovation and **creates market opportunities for Silver Economy enterprises**, in particular those focusing on housing and ICT devices.

The working group on elderly housing is financed by Byggdialog Dalarna with a budget amounting €1.2 million for three years. This budget for instance covered the performance of two tests in virtual reality to better visualise what the result of buildings' drawings would be.



## WHAT ARE THE RESULTS ACHIEVED?

Byggdialog Dalarna managed to involve **seven municipalities** in the Dalarna region: Falun, Borlänge, Mora, Hedemora, Vansbro, Avesta and Säter. The municipality of Falun constructed three seniors' **wooden residences** while Borlänge built an **energy-efficient retirement home**. The municipality of Avesta, a small town counting 14.000 inhabitants, decided to combine a residence for seniors and a kindergarten in the same building in order to address both needs. Other municipalities, such as Hedemora, are integrating the solutions proposed by Byggdialog Dalarna in their construction planning.

In addition, the initiative is also cost-efficient for municipalities. Indeed, if several municipalities agree on the same standards for their future seniors' residences, they can benefit from discounts from construction companies.

▀ Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/3057/byggdialog-dalarna-collaboration-regarding-the-construction-of-housing-for-the-elderly/>

## HOMILYS ADAPTED RESIDENCES (FRANCE)



Homilys is a new type of housing offer addressing the lack of non-medical seniors' residences.

### WHY DOES HOMILYS FIT THE NEEDS OF OLDER ADULTS?

The Hauts-de-France region experiences an increase in the share of older adults of its population. If many seniors express the wish to leave their house for a smaller and more adapted home, not all of them ought to move to a nursing home. The association Santélyls, specialised in health and medico-social care, therefore created Homilys to [address the lack of non-medical housing offer](#) dedicated to seniors.

With Homilys, the objective is to propose a new type of residences, adapted to the needs of older adults, [facilitating the prevention of autonomy loss, fighting social isolation, and supporting independence](#). Homilys proposes flats in residences, dedicated to older adults who are autonomous or losing autonomy but who are not dependant and do not need medical assistance.



Residences are composed of [private evolutive apartments](#), meaning that the equipment can be adapted to a progressive loss of autonomy. [Common areas](#) are also available to foster social interactions between residents. Apartments mainly welcome people [between 75 and 85-year-old](#), whether alone or in couple.

The monthly total rent of a flat amounts €1.490. Thus, for seniors who are not in need of daily healthcare, Homilys' offer is [more adapted](#) to their needs and [cheaper](#) than a single room in a nursing home, whose average price in the region Hauts-de-France amounts to €1.949 per month.

## WHAT ARE THE RESULTS ACHIEVED?

In March 2019, the first residence opened in Roubaix, counting five apartments equipped with home automation devices. 80 persons attended inaugural event to discover these flats. Two other residences opened in 2020.

Homilys **supports innovation in the Silver Economy sector** by promoting **adapted furnishing** and **digital technologies** capable of facilitating the daily life of fragile yet autonomous older adults. Flats are equipped with luminous path to limit the risk of falling at night and a digital tablet to remotely manage connected objects (roller shutters, lighting). Home automation sensors are managed by Santély, which can also provide assistance to residents.



These residences do not only provide goods but also services from the Silver Economy sector. Different **adapted services** are proposed to residents: beginner IT lessons for older people, gymnastics classes, at home beauty care, etc. Homilys therefore **supports job creation in different sectors related to the Silver Economy** and pays attention to social isolation and autonomy loss by maintaining people active.

Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/2474/homilys/>

# NURSECARE CALL SYSTEM (SLOVENIA)



NurseCare is a Slovenian smart solution for care workers which combines a nurse call system with healthcare management and nursing documentation.

## WHAT IS THE NURSECARE DEVICE?

NurseCare was developed to improve the medical response to emergencies, optimise the medical follow-up of older adults and facilitate the work of the nursing staff. Thanks to the Internet Protocol technology, the NurseCare smart devices enable nurses to be immediately alerted in case of emergency and to quickly react. The system also notifies other caregivers whether the call has been answered or not.

NurseCare also includes a management system for medical documents. It allows the different caregivers to be updated on patient's care and avoids documentation errors, loss and useless duplication. Medical staff can access or add documents directly from the NurseTab Terminal.



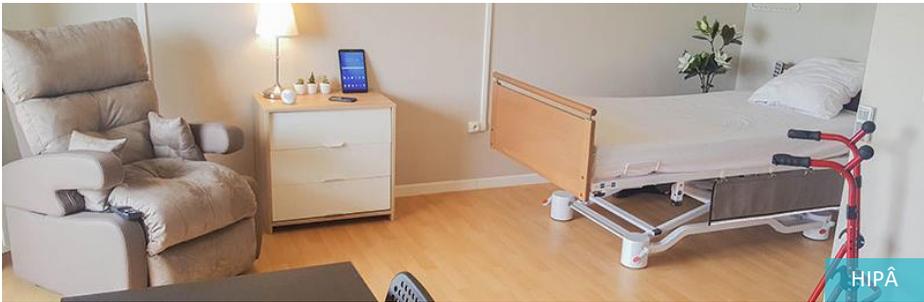
## HOW DOES IT SUPPORT OLDER ADULTS?

NurseCare can be used in nursing residences, retirement homes and hospitals to address the needs of fragile and dependent older patients. Nursing home residents and hospital patients can use a wireless hand transmitter to ask for assistance by simply pressing a button. The transmitter also serves as fall sensor and automatically alerts caregivers in the event of a fall.

NurseCare was developed in 2012 by the Slovenian company Caretronic Ltd. Devices are already being used in more than 350 nursing homes and healthcare institutions, representing more than 100.000 users.

Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/2886/nursecall-interactive-ip-nurse-call-system-nursecare/>

## HIPÂ SHOW FLAT (FRANCE)



HIPÂ is a showroom created by Clubster Santé and equipped with products dedicated to ageing well.

### WHAT IS HIPÂ?

In France, ageing and home care are national priorities. The main challenge is to anticipate and prevent the loss of autonomy and to delay or [avoid admission in nursing homes or hospitalisation](#). Innovation is therefore essential to support healthy ageing.

To boost innovation and support businesses from the Silver Economy sector, Clubster Santé and La Vie Active created in 2017 the show flat HIPÂ: a place for innovation [promoting products and technologies from health companies](#) in the Hauts-de-France region.

HIPÂ aims at raising awareness on the needs of the ageing population and at facilitating innovation and co-creation. This [33m<sup>2</sup> show flat](#) is located [within the premises of the retirement home](#) Le Bon Air in Marles-les-Mines, a small city of 12.000 inhabitants with a relatively ageing population.



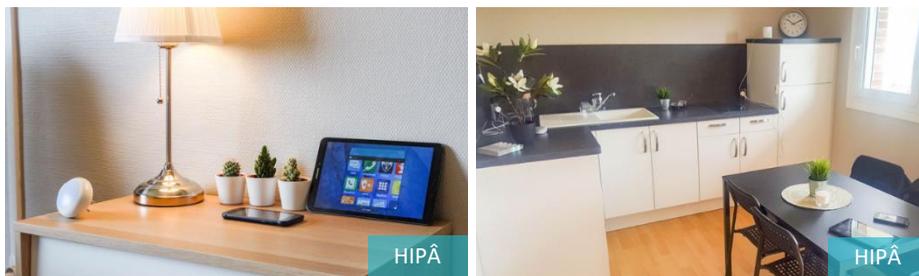
The show flat was born thanks to the exchange of experience carried out within the Interreg 2 Seas SEAS 2 Grow project, to which La Vie Active participated as partner. Through the project, the organisation got inspired by similar places created in the Netherlands, where older adults could stay over the night to discover and test products from the Silver Economy sector. La Vie Active and Clubster Santé then benefited from public funds to create HIPÂ, through a call

for project published by the Conference of Investors of the Pas-de-Calais county.

## HOW DOES HIPÂ ADDRESS THE NEEDS OF BOTH SILVER ECONOMY BUSINESSES AND OLDER ADULTS?

HIPÂ allows regional companies from the Silver Economy sector to exhibit their innovations dedicated to support older adults living at home. The show flat is composed of a living room, a bedroom and a bathroom in order to illustrate how all daily activities can be made easier by innovative products. Clubster Santé is responsible for the liaison with the businesses involved.

Showcased products range from shower bars to secure older adults' movements in the shower and prevent falls, to universal TV remote controllers and medical beds.



Clubster Santé organises tours of the show flat on a regular basis. These tours are open to both public and private actors, such as older adults, their families and caregivers, local authorities, healthcare staff etc.

By welcoming these different groups, HIPÂ aims on one side at raising awareness on healthy ageing and promoting existing innovations and on the other side at offering the opportunity to older adults to discover and test these products. In addition to group visits, interested parties can also ask Clubster Santé for an individual tour.

Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/2475/hipa-project/>



# CONSENSO COMMUNITY NURSE SUPPORTING ELDERLY IN A CHANGING SOCIETY (ALPS)



CoNSENSo ambitions to improve the quality of life of vulnerable and dependant older adults in mountain areas by supporting their autonomy at home.

## HOW ARE RURAL COMMUNITIES INVOLVED?

CoNSENSo wants to build another welfare model in rural areas by building a more socially active and conscious community. It brings **support to the most isolated people** by involving **Community Nurses**, key persons to help and support the daily activities of older adults.

**Community Nurses do not replace medical staff.** Their role is to make home visits, check up on older people and find out how they are doing. They also contribute to improve seniors' lives by **finding solutions to their daily issues**, based on existing solutions in the area: finding someone for a weekly drive to the market, support for gardening, IT assistance for example.



With CoNSENSo, anyone can get involved in care and **become a social support for isolated older adults**. Properly trained nurses able to assess, manage and address the needs of elderly persons living at home requires special skills and knowledge. CoNSENSo therefore developed a **post-graduate education programme for qualified Family and Community Nurses** which has been adapted to provide continuous training locally to all the pilot nurses.

The course was tested during a 5-day transnational training and is now available online. Among others, the course includes modules of clinical training and on concepts of **quality of life** and frailty, social business planning and modelling.

## WHAT ARE THE RESULTS ACHIEVED?

This model has been developed through an Interreg Alpine Space project in five regions: Carinthia (Austria), Liguria and Piedmont (Italy), Slovenia, and Var (France). The good practice has already been transferred in other sites in Italy and Germany.

Within CoNSENSo, 24 Family and Community Nurses have visited more than 4.590 persons living at home. Following the visits, nurses developed nearly 4.000 individual plans, and requested coordination activities for 6,3% of older persons in order to improve their living conditions.

The Carinthia Lander for instance estimates that by generalising this system it could save up to 81% of public expenditure related to nursing homes. At home care and social support improves the quality of life of older adults, especially as Community Nurses aim at finding solutions for their daily lives.



This model demonstrates the importance of home-based services for older people, especially if they live in an isolated area. It also shows how crucial are social services within the Silver Economy sector.

Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/2531/consenso-community-nurse-supporting-elderly-in-a-changing-society/>

## GULLOGÅRDEN COOPERATIVE (SWEDEN)



Gullogården

Gullogården is a retirement home for fragile and dependent people that contributes to the development of social entrepreneurship.

### WHAT IS GULLOGÅRDEN?

Elderly care in Sweden is mainly a competence of local and regional authorities and is regulated through the Social Services Act. Gullogården is a [retirement home](#) located 43 km from the centre of Mora municipality, which provides funds to the residence. This retirement home was created in 1993 [with a cooperative status](#).

Gullogården is composed of eight 40m<sup>2</sup> flats furnished with older adults' own furniture and a small kitchen. This retirement house is dedicated [to older adults in need of long-term care](#). Staff adapts the services depending on residents' needs (personal care, cleaning etc.)

In addition, residents can use different common areas and benefit from group activities. Residents can also enjoy the [surrounding natural environment](#), which is one of the best assets of the retirement home.



Gullogården



Gullogården

## HOW DOES THE COOPERATIVE MODEL WORK?

Gullogården counts 12 employees and created employment in this rural region. The cooperative is managed by a board of 5 directors, who are responsible for the operational and financial capacities of the retirement home. Members of the board work on a voluntary basis to strengthen the human capital of the cooperative.

The objective of creating Gullogården under a cooperative model was to propose quality services to older adults by taking back control of the management of the retirement home and the services offered to residents. The retirement home for instance adopted in 2017 an environmental charter, committing to buying and cooking local, fresh and unprocessed products.

This retirement home proposes an alternative governance and funding model. Rent, care fees, food subscriptions and all costs are billed from the municipality of Mora which, in return, pays social entrepreneurs who work at Gullogården.



Find more information on: <https://www.interregeurope.eu/policylearning/good-practices/item/3224/gullogaarden-retirement-home-contributing-to-the-development-of-social-entrepreneurship/>

# SILVER SMEs PARTNERS



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