

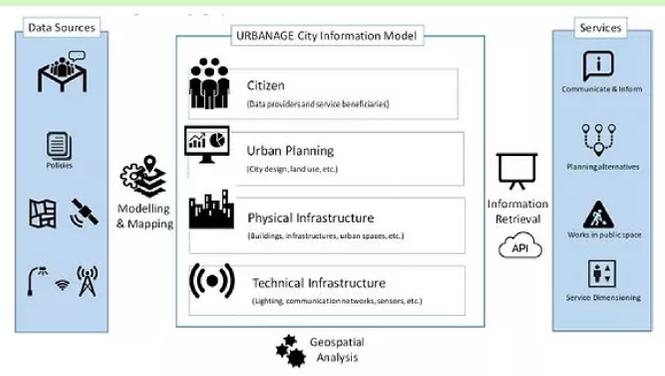
Urbanage

Age-Friendly Cities

AGE-FRIENDLY CITIES AMBITION

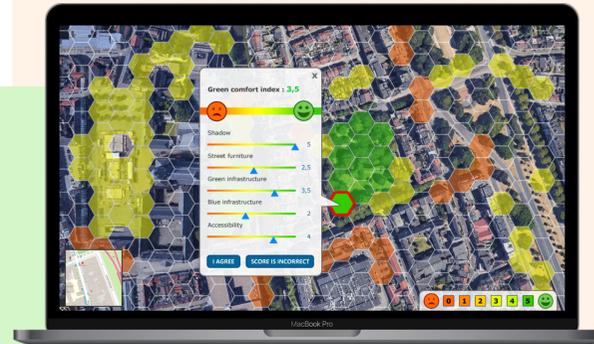
As Europe faces an oncoming demographic shift where its urban populations will consist of a higher proportion of older adults, the need for cities to offer better services for happy and healthy aging is crucial. URBANAGE supports the development of **age-friendly cities** through the roll-out of a new decision-support ecosystem, co-created by relevant stakeholders (public servants) and users (older adults).

The innovative ecosystem will bring together peoples needs and city data with new technologies including Big Data analysis, and Artificial Intelligence modelling and simulation algorithms, all accessed via **Local Digital Twins** with online Gamification features for enhanced engagement purposes. Based on a thorough understanding of users' needs, the ecosystem (tools, and co-creation) will be validated by piloting use-cases in three local planning systems.



DIGITAL TWINS FOR BETTER DECISIONS

Urban Digital Twins powered by Big Data analytics and Artificial Intelligence algorithms for alternative scenario modelling is a ground-breaking step to better tackle the complexity and interrelated nature of urban systems. This visual platform technology completely changes the way decisions are made and actions are evaluated in the urban planning domain. Modelling alternative scenarios allows people to measure and compare relative benefits and impacts in advance, and to make choices accordingly, thus enhancing efficiency in the use of public resources, optimising work processes and reducing economic costs.



DIGITAL TWINS ARE VIRTUAL CITY REPLICAS

Functionality 1: Short-term decision-making support for city management (DSS)

Universal accessibility is a key issue to ensure older people's active and healthy living. It is important to guarantee day-to-day accessibility to services and amenities that older people use most frequently, such as health care centres, cultural and social equipment, public spaces, etc. URBANAGE DSS will facilitate the prior evaluation of the impact of different events and unexpected situations in the older population of an area, and to propose alternatives. Moreover, it will provide information and alternative routes and services to older people based on analysis of the physical urban conditions (topography, density, climate), services use and their usual routes, in the event of: works, breakdowns, special events, special weather conditions, and so on.

Functionality 2: Long-term decision-making support for city planning (PSS)

Planning for age-friendly cities will benefit from the creation of an age-friendliness index for neighbourhoods which, through a combination of different data sources analysis, will assess, with an integral approach, the readiness of an urban area to ensure an active and healthy living for an older population. Based on this index, and with inputs from historical data (also from the projects' Functionality 1) URBANAGE Planning Support System will allow for the creation and evaluation of different scenarios and alternatives for making long-term planning decisions geared at improving an area's age-friendliness index.

GUIDELINES FOR

Citizen Engagement

Engaging Older Adults in urban planning and policy making is crucial for healthy, happy and inclusive cities. The URBANAGE project developed a set of guidelines for the engagement of older adults. These guidelines are based on:

- (1) Current practices and tools for civic engagement;
- (2) Identification of needs, barriers and opportunities for participation;
- (3) Analysis of older adults attitudes regarding gamification and digitization.

OUTCOMES FROM URBANAGE FOCUS GROUPS



In addition to desktop research URBANAGE worked closely with 33 older adults in the cities of Santander, Helsinki and the Region of Flanders to develop and refine **10 Guidelines for Citizen Engagement**

VARIED LEVELS OF COMMITMENT

While many older adults express a desire to contribute in general, they also note that they easily get demotivated when they are expected to commit on the long term. Additionally, intrinsic motivation and interest in the topics of the activities may also impact whether or not the older adult wants to contribute to these activities.



VALUE PROPOSITIONS FOR TECH

Older adults do not refuse the use of technology, but attach great importance to its practical added value. There needs to be sufficient reason to turn away from more traditional communication and engagement in neighborhood activities. Answering the question why it cannot be done in a traditional way or explaining the advantages of the new technology over the traditional alternatives is therefore recommended.



FUN & GAMES

Social contact is the strongest motivator for engagement in games and activities. Thus, it is strongly recommended to introduce and implement these elements in a gamified design for engagement. It must also be noted that the social component should not be presented as a necessity or requirement for participation, as this may exclude a minority of older adults who prefer to contribute to a shared goal without needing explicit social interactions.



SHARED GOALS

While light competition, such as playing certain card or board games, is not rejected by older adults, forms of stronger competition are not considered feasible or desirable by them. Older adults prefer game mechanics that promote collaboration, preferably in small groups where they work together on a path towards a clear, shared goal.



SANTANDER



Santander has a higher proportion of older people (25%) than the regional average (22%). The city will use digital twins to simulate simple urban planning scenarios and better understand data regarding the consequences of each of the options considered in the planning.

HELSINKI



The aging population in Helsinki is projected to rise from the current around 17% to 21% by 2050. Urbanage will enable continuous improvement of the city planning process including more functional spaces and services for older people and increased participatory possibilities.

FLANDERS REGION



Flanders population is aging put stress on urban infrastructure. In Urbanage policymakers will be supported with digital insights for age-friendly policy making and citizens will be better involved in decision making and proactive engagement through collaboration around digital twin simulated scenarios.

CODESIGN SERVICES PEOPLE NEED, NOT WHAT WE THINK THEY NEED



CHECK OUT THE REST OF THE GUIDELINES AT URBANAGE.EU



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