

## Module Policy, Strategies And Funding

Working Group 4



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# INTRO



## D4 - Report on SHAFE policies, strategies and funding

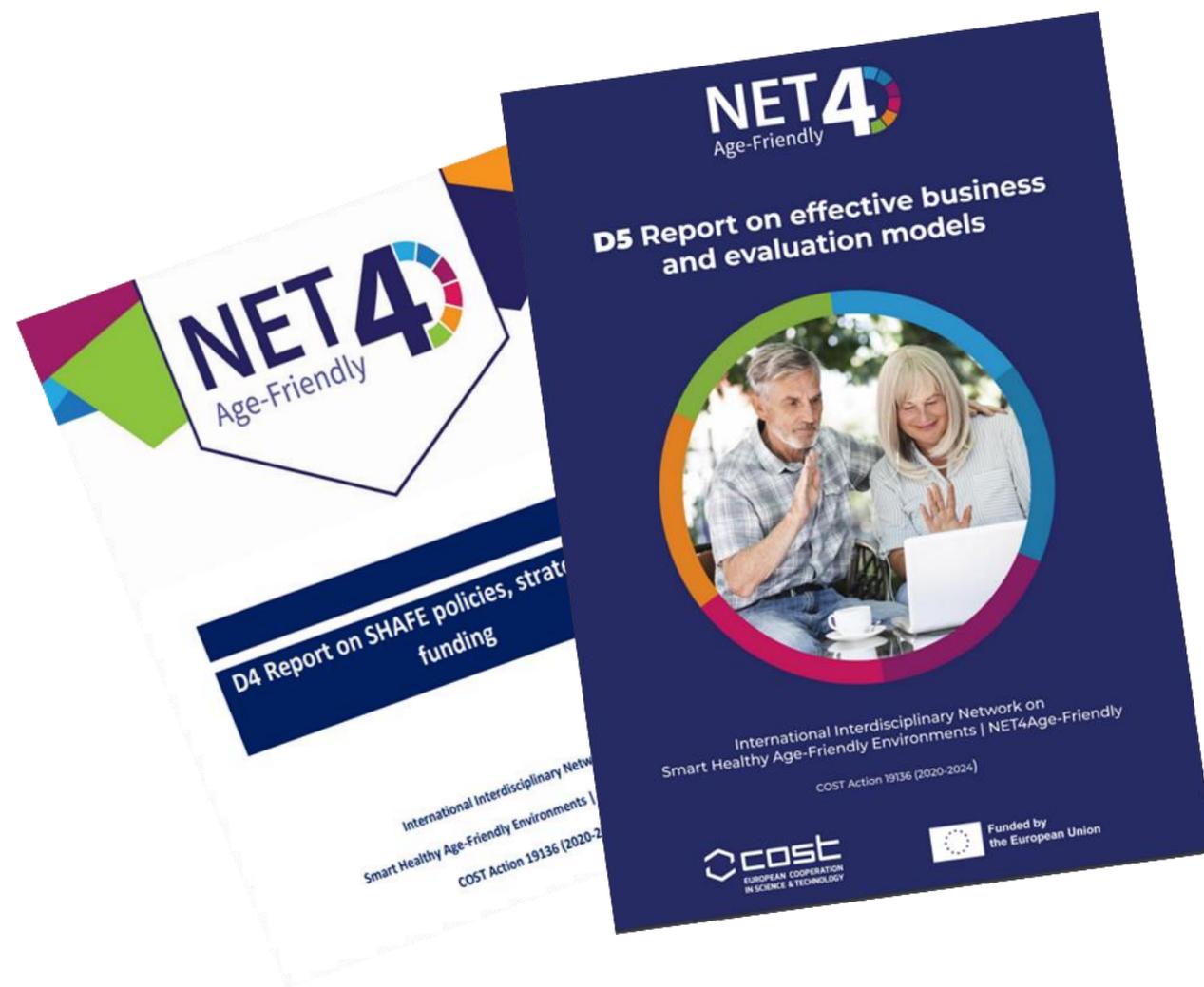
85 members from 37 countries contributed to this report on SHAFE policies, strategies and funding. This resulted in an interesting overview of networks, policy measures and funding opportunities of the reported countries that are involved in the Action.

<https://www.net4age.eu/D4-report-on-SHAFE-policies-strategies-and-funding>

## D5 – Report on Effective Business and Evaluation Models

The report opens with three key areas of instruments necessary to develop the sustainability of SHAFE. Further, business models for integrated health and care and for the new assistive technologies are presented. The conclusions section refers to business models and policy and funding recommendations that are relevant for offering the sustainability of the SHAFE ecosystems.

<https://www.net4age.eu/d5-evaluation-and-business-models-shafe>





## **SOCIETAL CHALLENGE**



From the work developed, the following challenges arise on the area of policy, strategies, and funding:

- Low awareness of SHAFE – Smart Healthy Age-Friendly Environments.
- No dedicated business & funding models identified at the country levels.
- Policies circumscribed to health and care and to social welfare.





## MAIN FINDINGS





## **There is the need of POLICIES that promote:**

- Private investment, the integration of public and private and the establishment of funding partnerships.
- Integration of health and social care services.
- Regulatory frameworks and validation bodies (e.g. as the Germany's) to ensure the effectiveness, safety, and user-friendliness of digital tools.
- New jobs creation, i.e. digital health specialists, community health workers.
- Markets for new business models
  - Business Models for Nature Based Solutions
  - Business Models for Assistive Technologies
  - Social Businesses



## There is the need of **POLICIES** that promote:

- Educational institutions
  - Grow international specialists
  - General degrees: MA/MBA on SHAFE, Public policy for wellbeing
  - Interdisciplinarity and Transdisciplinarity
  - Build transversal skills in health and care, architecture and social sciences
  - Consider Labour: e.g. tackle unskilled work in care
- Finance in R&D
  - Invest in research and development to foster innovation in health and social care.
  - Create grants, challenges, and competitions to stimulate the development of new technologies and care models.
- Culture
  - Promote good practice models
  - Promote wellbeing literacy



- **Policy Alignment**

Collaborate with EU and national policymakers to integrate SHAFE goals into health, urban planning, and social policies.

- **Incentivise Innovation**

Advocate for tax breaks or subsidies to encourage businesses to develop age-friendly products and services.

- **Public Procurement Guidelines**

Implement guidelines that prioritise age-friendly, smart technologies in public procurement.

- **Inclusive Urban Planning Policies**

Ensure policies mandate age-friendly designs in new and renovated public spaces.



## SHAFE AS A NEW FIELD OF RESEARCH

EXAMPLE: Master of Arts (MA) on PUBLIC POLICY FOR SHAFE/ WELL-BEING

...Health and care & architecture need to be transcended with knowledge from social sciences and engineering to establish a new discipline which can generate INCREMENTAL SOCIAL CHANGE.

<b>WHO?</b>	<b>Academia &amp; Industry</b>
<b>WHERE?</b>	<b>MA and MBA Programs</b>
<b>WHEN?</b>	<b>Roadmap to promote good practice examples 2024/2025</b>
<b>GOOD PRACTICE</b>	<ol style="list-style-type: none"><li>1. MA for International Experts – interdisciplinarity and coupling of theory with practice</li><li>2. Informal discussions with Political Sciences or other departments on initiating an MA in Public Policy on Well-being</li></ol>
<b>HOW?</b>	<p><b>Interdisciplinary:</b> Public Health, Medicine, Architecture, Social Sciences</p> <p><b>Transdisciplinary:</b> Academia and Industry for info on policy, funding and business</p>



## SHAFE environments implemented in place

Example: Municipality Krško, in Slovenia, is developing a Smart Silver Village.

<https://www.krsko.si/objava/652796>

**Concept of Smart Silver Village in Municipality Krško in Posavje NUTS3 region**

EUROPEAN ACADEMY of Sciences and Arts  
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EUROPEAN ACADEMY of Sciences and Arts  
ALMA MATER EUROPAEA

**Smart Silver Villages as the Age-friendly Environment of Rural Areas**

Prof. dr. David Bogataj and mag. Janja Jordan



Funding for the development and implementation of the Concept of Smart Silver Village

- **The Recovery and Resilience Plan - European Recovery and Resilience Facility**

The Recovery and Resilience Plan is the basis for the use of the European Recovery and Resilience Facility and of the financial resources to achieve the objectives of the REPowerEU plan. It contributes to the recovery of the Slovenian economy and helps to mitigate the social consequences of the COVID-19 pandemic. By implementing the planned reforms and investments for the green and digital transition, the Slovenian society will be more sustainable, more resilient and better prepared for the challenges of the future. Source: <https://www.gov.si/en/registries/projects/the-recovery-and-resilience-plan/about-the-recovery-and-resilience-plan/>

- **Common Agricultural Policy (CAP) in Slovenia.**

- Financing of Local Action Groups which can develop Smart Silver Villages.
- Financing of development of social farms.



**SHAFE IN PRACTICE**



- **A framework for Cost-Benefit Analysis of HASI and RRAP-D**, Canada, 2006

Source: [A framework for cost-benefit analysis of HASI and RRAP-D : final research report, volume 1 / prepared by Kenneth Watson and Anne Perkins. : NH18-1/267-1-2005E-PDF - Government of Canada Publications - Canada.ca](#)

- **Unaffordable and inadequate housing in Europe**, Europe, 2023

Source: [Unaffordable and inadequate housing in Europe \(europa.eu\)](#)

- **Study of the cost of including accessibility features in newly-constructed modest houses - revised final report**, Canada, 2016

Source: [Study of the cost of including accessibility features in newly constructed modest houses NH18-23/2015-6E-PDF - Publications du gouvernement du Canada - Canada.ca](#)

- **The cost of poor housing in England**, UK, 2021

Source: [BRE\\_Report\\_the\\_cost\\_of\\_poor\\_housing\\_2021.pdf \(bregroup.com\)](#)



- **The hidden housing market - a new perspective on the market case for accessible homes, UK, 2016**

Source: [The Hidden housing market | Habinteg Housing Association](#)

- **The benefits of building barrier-free: a contingent valuation of accessibility as an attribute of housing, Spain, 2002**

Source: [\(PDF\) The benefits of building barrier-free: A contingent valuation of accessibility as an attribute of housing \(researchgate.net\)](#)

- **Proposal to include minimum accessibility standards for housing in the National Construction code - consultation Regulation Impact Statement, Australia, 2021**

Source: [DRIS Accessible Housing \(abcb.gov.au\)](#)



## Public-Private Partnerships

Encourage cooperation between governments, private sector, and NGOs to pool resources for projects.

## Impact Investments

Attract impact investors interested in health, social welfare, and tech by showcasing positive societal returns.

## Corporate Sponsorships

Develop sponsorship packages for corporations interested in funding SHAFE projects as part of their CSR

## Foundations and Philanthropy

Seek funding from philanthropic organisations with a focus on health, ageing, and social development.



**SHAFE PEOPLE**



## **CITIZENS**

- Promote SHAFE literacy at the level of public policy
- Increase well-being literacy through youth programmes, adult learning etc.

## **POLICY MAKERS**

- Promote SHAFE certification to acknowledge relevant efforts
- SHAFE to be included in all relevant policies and plans

## **ACADEMIA, R&I, PRACTITIONERS**

- SHAFE strategies as a new paradigm for cultivating well-being
- To scale fundings towards SHAFE



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# LOOKING AT THE FUTURE



## ➤ R&D

... TO ESTABLISH SHAFE  
AS A NEW FIELD OF  
RESEARCH

## ➤ POLICY

... TO FINANCE R&D  
accounting for the  
evaluation tools already  
developed in D5

... TO FINANCE  
BUSINESS accounting  
for the good practices  
already reported in D5

## ➤ FUNDING

... TO ORIENT  
INNOVATION for SHAFE  
Private & State funding.

## ➤ STRATEGIES

... TO ADVANCE SHAFE  
AT THE EUROPEAN  
LEVEL  
Starting from the work  
in D4

# MODULE INFORMATION

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## Disclaimer

This work portrays the opinions and views of their authors only.



# NET4

Age-Friendly

# THE END!