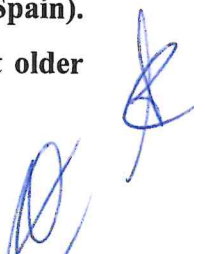
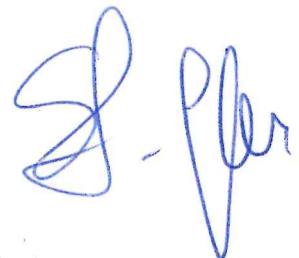


- 1) Public services across the EU are increasingly online only. However, with less internet access than their younger counterparts and higher levels of computer-illiteracy, older citizens needs aren't always taken into account. The Mobile-Age project helped public administrators develop services to better suit their specific needs.
- 2) Senior citizens are predicted to make up 28 % of Europe's population by 2020. But when it comes to technological innovation, Europe's senior citizens are often marginalised. The result is a higher risk of isolation from society, for swathes of the population, both physically and socially.
- 3) The Mobile-Age project sought to tackle this growing issue by providing a basis for the development of digital services focused on Europe's elderly residents and designed with their help, too. The app platform lets public service providers understand and create innovative new experiences for elder members of society, and third-party software developers design new information services and integrate them into the local communities.
- 4) Feedback has been positive from the case studies, and the Mobile-Age team hopes the results will feed into respective national policies regarding public services and the elderly. The end goal of the project was to develop a transferable model, one that could be easily implemented and built upon in cities across the European Union.
- 5) Pilots of digital services took place in four locations, deemed already innovative in their approach to integrating senior citizens into the development of urban services: Bremen (Germany), South Lakeland (United Kingdom), Thessaloniki (Greece) and Zaragoza (Spain). By including senior citizens in the process, the project aimed to develop services that older Europeans will truly benefit from.



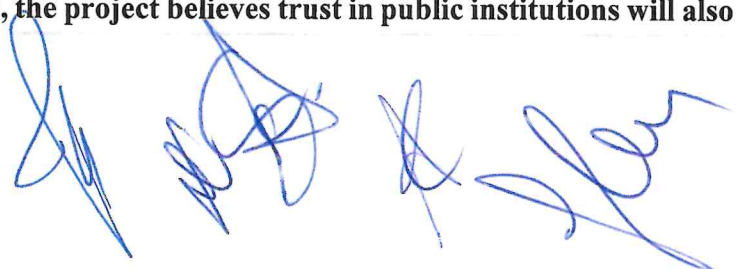
6) “This approach contrasts with the long-established approaches that focus on training older adults to ‘catch up’,” says Professor Niall Hayes from the University of Lancaster, and Mobile-Age project coordinator. The pilots explored issues important to elderly residents in each specific location, and included those related to social inclusion, independent living, urban safety and accessibility, and personal health management.

7) In Bremen, for example, the older adult co-creators provided detailed information, new walking routes, new locations, photos and video clips. “This is a good example of how data that is identified as being especially meaningful by the local community can be opened up and can play an important role in community-making,” says Prof. Hayes.

8) The project led to the development of the Mobile-Age app, which offers services tailored to the needs of senior citizens and is already available in several languages. Furthermore, the project website is now an invaluable platform for app developers to access relevant data efficiently and create their own services.

9) “All of the resources and technological components are open,” says Prof. Hayes. The Mobile-Age apps that have been developed in each country unleash the potential of open data to support local authorities in delivering public services. In increasingly ‘smart’ cities, open data allow different services to be linked up and provide users with personalised, location-based information.

10) This makes the whole process more efficient, benefitting cities and citizens alike. What’s more, as all members of society become more included in civic participation, and see the benefits of more open, transparent governments, the project believes trust in public institutions will also increase.

Four blue ink signatures are written in a cursive style at the bottom right of the page.

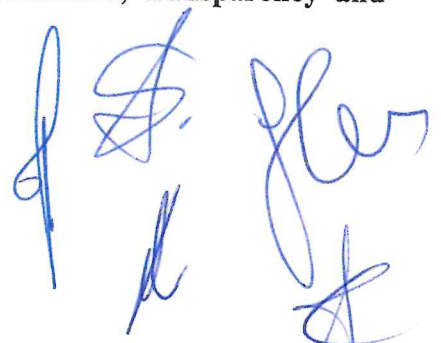
11) “The Mobile-Age Development Environment represents a key innovation, enabling the efficient development of apps specifically for older adults. We’ll continue to work with our SME, government and third-sector partners to expand these services and to shape policy at regional, national and European levels,” says Prof. Hayes.

12) From our individual wellbeing to our security, efficient and transparent public services have a direct impact on the quality of our lives. When used to their full potential, digital tools to support the modernisation of public administrations could further facilitate administrative processes, improve the quality of services through flexible and personalised interactions and increase public sector efficiency.

13) As the EU’s eGovernment Action Plan 2016-2020 says: “Digital public services reduce administrative burdens on businesses and citizens by making their interactions with public administrations faster and efficient, more convenient and transparent, and less costly.

14) However, the vision and full potential of a modern public sector and the way public services are delivered in a more transparent government setting enabled by ICT has yet to be exploited. Challenges include the required change in approach when it comes to replacing paper-based processes by online interactions, better understanding the pro and cons, as well as the costs and benefits of collaborative service design and delivery.

15) Another important consideration is the sheer technical complexity involved in guaranteeing interoperability across borders and services. On the users’ side, citizens and businesses are increasingly expecting better public service delivery, burden reduction, transparency and participation.

Three handwritten signatures in blue ink are visible in the bottom right corner of the page. The signatures are stylized and appear to be written over the end of the text.



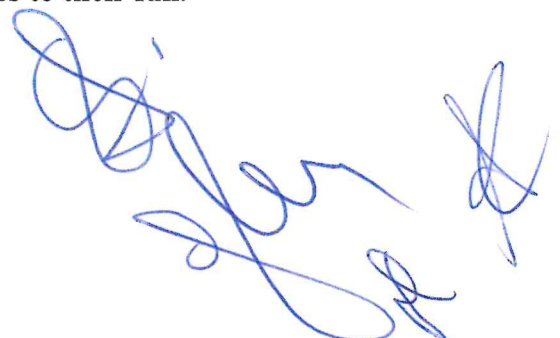
**16) Citizens generally prefer not to have to supply the same information multiple times; so when possible, data needs to be shared and re-used among public administrations, in full compliance with data protection rules. This key concept is known as the ‘once-only principle’ and is one of the underlying aims of the EU eGovernment Action Plan.**

**17) The benefits extend beyond the convenience of paying your taxes online: there is also the opportunity to create real value by not only enhancing the efficiency of the EU Single Market that results in job creation and prosperity, but also, from a truly social perspective, giving citizens more freedom and control over how they engage with state authorities and the services they provide.**

**18) The EU’s Digital Single Market (DSM) Strategy for Europe incorporates the eGovernment Action Plan, as the efficient functioning of the Single Market depends on removing digital barriers.**

**19) Turning a vision and an ‘action plan’ into action. Delivering innovative eGovernment solutions and applying principles such as ‘digital-by-default’, ‘user-centricity’ – in particular ‘citizen engagement’ – and ‘once-only’ are some of the goals of the projects supported by the EU.**

**20) By funding research that furthers these principles, whether it is putting in place technical solutions or encouraging citizen participation, the EU is bringing down the barriers that currently prevent us from exploiting digital technologies to their full.**

A large, stylized blue ink signature or scribble, possibly reading 'J. Juncker', is located in the bottom right corner of the page.

21) Smart urbanisation and the sensors involved, the devices in our pockets, connectivity and cloud services are all powering open, innovative governance that enables people to access the services when they need them and how they need them. But the notion of the public as 'clients' is also shifting.

22) In this context, European public administrations are interesting showcases for experimenting with new technologies, taking into account privacy, security and ethical concerns.

23) The smarticipate project addresses the challenge of getting citizens involved in decision-making while WeGovNow and ENLARGE promote co-production and co-delivery of public services at local level. To improve the uptake of digital services, CITADEL focusses on the needs of public administrators to get insight into why citizens are not using available digital public services.

Four handwritten signatures in blue ink are located in the bottom right corner of the page. The signatures are stylized and appear to be written in a cursive or semi-cursive script. They are arranged in a vertical column, with the top signature being the most prominent and the bottom one being the smallest.

