



01 CALL FOR NEEDS

A

CHERRIES Örebro launched a call for needs focused on the **mental health of the elderly**. This issue greatly affects the provision of healthcare services, but it is not specifically owned by healthcare actors. Therefore, a wide range of stakeholders was targeted by the call.

B

Identified target groups: civil society organisations, public institutions including healthcare organisations, and private citizens. To be open and inclusive towards all the targeted regional stakeholders the original CHERRIES form and the submission process have been simplified.

C

The need for social contacts among the elderly, the need for digital and technical skills, and the need to engage civil society in meeting societal needs, emerged as the most relevant ones in the region. **Involuntary loneliness came up as the most pressing one.**

02 CALL FOR SOLUTIONS

A

The objective of the call in Örebro was **to solve long-term loneliness risks leading to self-isolation of the elderly** from social contacts and society in general.

Many of the potential applicants for the Call for Solutions were CSOs and public service actors such as municipalities and health centres.

B

In Örebro, the **Selection Committee was composed of 9 members mostly from the Regional Örebro county departments**. 8 proposals were submitted: 7 were from Sweden and 1 from the Netherlands; 2 were proposed by SMEs, 2 by municipalities, 3 by CSOs and 1 by a university.

C

“Seniors leading seniors to a more meaningful everyday life in the municipality of Laxå” was the solution selected for the co-creation pilot.



03 THE CO-CREATION PROCESS

A

Planning and implementation of outreach activities, to reach out to and motivate lonely seniors to participate in the programme.

B

Further development of the outreach activities by adding both open and targeted activities for the end-users' group in collaboration with public actors and CSOs.

C

Initiation of an arena where the elderly can meet, and where several initiatives are designed and delivered to meet their needs and wishes.

04 CHALLENGES AND OPPORTUNITIES

CHALLENGES

- **To find/create common arenas** where stakeholders can meet for deliberation and co-creation.
- **To reach the target groups that are hard to get in touch with** – often the ones we most need to reach and involve are the hardest to reach.
- **To reach and involve potential partners** that are not the “usual suspects”, i.e. organisations we usually approach for collaboration.

OPPORTUNITIES

- **To explore possible actors, resources, and collaborations in new ways**, keeping the same challenge and target group in focus – to find common ground from a new angle.
- **To get the target group involved early in the process**, and for real – not as e.g. reference group but as a stakeholder with genuine possibility to influence the process.
- **To explore complex challenges in a deeper way** than we usually do together with devoted and knowledgeable stakeholders.

05 KEY LEARNINGS

- **Adaptations and systematic support are needed through the innovation process.** This is especially important when we are approaching actors that might not be used to work this way – such as small, more practical actors that have e.g. access to or knowledge about the target group in question. We need to think of what we can do to support them and enable them to be part of the co-creation path.
- **Need identification is harder than we might think.** It requires time, patience, and training to explore the needs and not jump straight into a solution. We need to approach, listen to, and involve people outside the ordinary innovation system to really understand and get to the core of the need.
- **Novel discussions, deeper understanding and innovative solutions can happen when we come together – but we need arenas where we can meet.** To open up the process and invite actors beyond the ordinary innovation system is crucial.
- **Different actors have different incentives and prerequisites to partake in the co-creation process.** It is important that they all can participate in their own way, but it is equally important that the roles, responsibilities, and expectations of all actors are clear.
- **Identifying needs and defining solutions in collaboration with different actors should be an ongoing part of our development work.** When planning new projects, we should aim at involving stakeholders, participants and target groups early in the process. Implementation and upscaling plans need to be considered since the early stage of the whole process and addressed on the right level in the interested organisations.

06 KEY RECOMMENDATIONS TO OTHER EU TERRITORIES WILLING TO ADOPT CHERRIES METHODOLOGY

- **Think ahead!** What do you want to achieve (conceptually) and who do you need to involve, but still be open to new actors and approaches. There needs to be balance between having clear goals and expectations, and the possibility to influence the process.
- **Think big!** This is not only a project but a long-term idea of how to approach challenges. How can we incorporate this in the existing organisational structures? What could we gain if we do so?
- **Support, coordination and leadership throughout the process is crucial.** It needs to be done with respect for the innovation process – having an idea of where we are going but not always knowing what trails to take or with whom.



CONTACT

- Lena Uvhagen lena.uvhagen@regionorebrolan.se

CO-CREATION TEAM



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 872873. This document reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.