

RURACTIVE OPEN CALL - CHALLENGE 25

Title of the challenge	Fostering habitat beyond welfare
Dynamo (pilot location)	Abruzzo, Italy
RDD (Rural Development Driver) <i>addressed by the challenge</i>	Local services, health and wellbeing
Overall context description and specific context to be addressed by the challenge	<p>The Abruzzo region is located in central Italy. It is divided into a mountainous area in the west, which includes the highest massifs of the Apennines, such as the Gran Sasso and the Maiella, and a coastal area in the east with beaches on the Adriatic Sea. Almost half of the region's territory is protected through national parks and nature reserves which offer opportunities for hiking, skiing, and wildlife observation. There are three national parks, one regional park, and 38 protected nature reserves. In the inland mountain areas, there are also small villages and hamlets with castles, hermitages, abbey sanctuaries and ancient churches.</p> <p>The socio-economic transformation and the current political landscape in Italy, especially in the Abruzzo region, present significant challenges for adapting to changing demographic realities. With a population of around 1.3 million residents, Abruzzo has experienced a notable decline, with a 3% reduction in its population from 2014 to 2020. This demographic shift is accompanied by a pronounced aging population, where 24.3% of residents are over 64 years old, reflecting trends of increasing old-age dependency. The COVID-19 pandemic further exacerbated these issues, highlighting vulnerabilities in social structures and the well-being of older adults. The crisis has intensified feelings of isolation among older people, who often face barriers to accessing essential services and engaging in social activities. Moreover, the economic downturn has affected various sectors, leading to increased disparities in health, access to resources, and overall quality of life. As Abruzzo continues to grapple with these interconnected socio-economic challenges, there is an urgent need for innovative approaches that promote social inclusion, support aging</p>

	residents, and enhance community cohesion in a rapidly evolving landscape.
Scope of the Challenge	<p>In light of this context, there is an urgent need to develop an integrated monitoring service for older people that combines digital tracking with initiatives aimed at combating loneliness. This service should not only monitor the well-being of older residents but also foster social interactions and provide essential support, such as home delivery services. By addressing these interconnected issues, the proposed solution aims to enhance the quality of life for older residents in Abruzzo, promoting social inclusion and wellbeing while strengthening community bonds in a rapidly changing landscape.</p>
Solution requirements	<p>The proposed solution should support the development of an integrated monitoring service specifically designed for the elderly population of one or more of the following municipalities: Aielli (AQ); Barrea (AQ); Calascio (AQ); Campo di Giove (AQ); Navelli (AQ); Goriano Valli (AQ); Sante Marie (AQ); Tufillo (CH).</p> <p>This service will focus on addressing the multifaceted issues arising from demographic shifts, particularly the growing ageing population and the associated social isolation. The solution should be easy to use and intuitive, ensure open access, and utilise open data sources.</p> <p>Key elements within the scope of this challenge include:</p> <ul style="list-style-type: none"> • Digital monitoring system: create a digital tool/app/platform that monitors the well-being of elderly residents, tracking health metrics, social interactions, and access to essential services. This system will facilitate timely interventions and support. • Combating loneliness: develop a digital tool/app/platform to support facing loneliness and connecting better elderly people with other groups, stimulating intergenerational exchange through digital means. • Support services: develop an innovative digital tool/app/platform to understand the basic needs of the elderly and communicate this to the responsible partner. • Climate change impact on health: develop a digital solution/app/tool that can collect data on the health and

	<p>climate impacts on older people, providing insights into how climate change affects their well-being. It can be used to provide tailored suggestions on daily lives' actions and sustainable practices that benefit the environment (e.g. managing indoor temperature according to external weather condition and the thermoregulatory system of the individual, offering reminders to stay hydrated during heat waves period, etc.)</p>
Specific objectives and expected outcomes	<p>Objectives:</p> <ul style="list-style-type: none"> • Enhance monitoring of the wellbeing of older adults: Develop a digital tool/app/platform that continuously monitors the health and wellbeing of older residents, enabling timely interventions and support tailored to individual needs. • Reduce social isolation: Implement digital tool/app/platform aimed at fostering social interactions among the elderly, thereby mitigating feelings of loneliness through digital mean. • Improve support services: Implement a needs assessment tool to identify the basic needs of older users (e.g., healthcare, grocery delivery, companionship) and easily communicate them to local service providers. • Personalised recommendations on climate and health impacts: provide sustainable personalised recommendations for daily actions based on individual health metrics and climate conditions. <p>Expected Outcomes:</p> <ul style="list-style-type: none"> • Improved quality of life: Enhanced monitoring and support services will lead to a better quality of life for older residents, contributing to their physical and mental well-being. • Increased social connections: More opportunities for digital social engagement will result in reduced feelings of loneliness and isolation, fostering a stronger sense of community among older adults. • Enhanced awareness on climate impacts on health: Enhance awareness among older individuals regarding climate-related health risks, leading to more proactive health management.
Available resources	<ul style="list-style-type: none"> • Network of community cooperatives: A robust network of community cooperatives is available to conduct feasibility studies and partnership. Principal municipalities: Aielli (AQ); Barrea (AQ); Calascio (AQ); Campo di Giove

(AQ); Navelli (AQ); Goriano Valli (AQ); Sante Marie (AQ); Tufillo (CH)

- **Data on resident needs:** We can provide data that outlines the specific needs of local residents, which will aid in the analysis of the services to be offered.
- **Links to similar projects:** Applicants will have access to resources and case studies from other similar projects, facilitating knowledge sharing and learning from best practices.