



HOW - Habitat beyond Welfare



Calascio, Abruzzo, Italy



Mountain area; Intermediate region, close to a city



Led by: Borghi In Rete in partnership with Vivi Calascio, IOT, OSA

Dynamo partner: D10 - Abruzzo



Supported by the insurance company Assimoco, 65000 €

Local services, health and wellbeing

Valuing intangible cultural heritage

Aim

The aim of HOW - Habitat beyond Welfare is to develop a technologically integrated welfare model that addresses the needs of elderly populations in remote and urban fringe areas. It strives to improve their well-being by providing daily support to combat loneliness and ensuring constant health monitoring. Specifically, the solution intends to:

1. Enhance Social and Community Life: Foster community relationships and social cohesion through community cooperatives to combat the growing issue of loneliness among the elderly, especially in the context of increased isolation due to the COVID-19 pandemic.
2. Strengthen Healthcare Services: Implement telemedicine and digital monitoring systems to offer timely health interventions. This includes using smartwatches connected to a control center for 24/7 monitoring of vital signs.
3. Provide Daily Support Services: Offer a range of

daily services such as home visits, medication delivery, grocery shopping, and domestic assistance to ensure the elderly receive consistent support.

4. Prototype in Calascio: Test and refine the model in the municipality of Calascio, which has a significant elderly population and a strong community cooperative. This prototyping will help establish a replicable business model for other similar areas.
5. Leverage Digital Infrastructure: Utilize digital tools not only for health monitoring but also for collecting data on tourism flows and energy consumption to better understand and manage these aspects in remote areas.

By achieving these goals, HOW - Habitat beyond Welfare aims to create a sustainable and replicable welfare model that significantly improves the quality of life for the elderly through a blend of human interaction and technological innovation.



Stakeholders involved

- Stakeholders in the industry/ services/ investors domain



Picture Caption

Story

HOW - Habitat beyond Welfare, spearheaded by the Community Cooperative of Calascio, emerged as a winning project in the national IdeeRete competition, sponsored by Assimoco, an insurance company within the National Confindustria system. Promoted by BorghiIN d'Abruzzo and Confindustria Abruzzo, this project was one of the 13 nationwide winners and one of only two from the central-southern regions of Italy.

The project aims to "generate well-being" by caring for the most vulnerable segments of the community, particularly the elderly, through an integrated territorial and community welfare model tailored to the specific needs of internal areas. It seeks to foster community relationships and social cohesion through well-integrated community cooperatives while also enhancing local support networks, intermediate structures, and telemedicine for territorial healthcare.

Calascio, an iconic location with around 100 residents and a single doctor available for just an hour per week, serves as the experimental site for this initiative. The nearest hospital is an hour's drive away in L'Aquila. Partnering with the socio-health cooperative OSA and the digital services cooperative Squadra IOT, the project equips elderly residents with wearable devices that monitor vital signs in real-time, enabling proactive healthcare interventions. Funded by the IdeeRete initiative, the project aims to prototype this integrated welfare model by offering daily support services such as home visits, medication delivery, grocery shopping, and domestic assistance. Additionally, a smartwatch service linked to a control center continuously monitors the vital parameters of the elderly, allowing for timely medical responses.

Currently in the monitoring phase, HOW - Habitat beyond Welfare has faced challenges typical of integrating technology with community services, including ensuring reliable digital infrastructure and gaining the trust of the elderly population. However, the strong community bonds and collaboration

with expert cooperatives have facilitated its progress. The project has evolved to better address the unique needs of Calascio's residents and has already achieved significant improvements in their daily lives and health outcomes.

The intended impacts of HOW - Habitat beyond Welfare are primarily positive and aim to significantly enhance the well-being of elderly residents in Calascio. By facilitating access to healthcare services and promoting disease prevention, the project aims to improve the overall health status of the community. This includes reducing the incidence of injuries at home, ensuring equitable access to healthcare, and fostering a sense of social well-being.

Intended positive impacts include:

1. Improved Health Outcomes
2. Reduced Loneliness
3. Enhanced Quality of Life
4. Community Strengthening

Unintended positive impacts might include:

1. Increased awareness about the importance of elderly care
2. Data Utilization

However, there might also be some unintended negative impacts, such as:

1. Dependence on Technology
2. Privacy Concerns
3. Resource Allocation

CROSS-CUTTING PRIORITIES

Social justice and inclusion



INNOVATION

Social, organizational and governance



Financial and business models innovation



Digital and technological innovation



Technical innovation



Website: <https://www.habitat.confcooperative.it/LINFORMAZIONE/LE-NOTIZIE/ArtMID/482/ArticleID/1045/Progetto-HOW-Tecnologia-salute-e-comunit224>



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