Interreg Baltic Sea Region

EUROPEAN UNION

EUROPEAN REGIONAL DEVELOPMENT FUND

BaltSe@nioR

INVITATION TO FIELD TESTS IN FINLAND

When: 19.11 or 20.11

Where: MeWeT-home, Sataedu school, Yhdystie 1, 28400 Ulvila, Finland

Why: To support manufacturers throughout Baltic Sea Region with knowledge, tools and methods to develop furniture and interior products that better meet the needs of the growing population of seniors and thereby help shape the future life quality of seniors in Europe

Who: Companies within furniture and interior industry interested in developing your business within silver economy (the growing senior segment)

What:

- Gain insight to the needs of a growing customer group of seniors - what are their needs and likes?
- Gain access to BaltSe@nioR Virtual Library - online knowledge platform
- Enhance transnational and cross sectorial cooperation between Baltic Sea Region manufacturers in knowledge sharing in order to develop new concepts and product ideas for elderly people
- Test prototypes of smart furniture for seniors

How: Please register with your national contact who has sent you this invitation

PARTICIPATION IS FREE OF CHARGE
NUMBER OF PLACES IS LIMITED

8:00 – 8:30	Registration and coffee break
8:30 – 9:00	Fabisiak Beata (Poland): BSR is getting older: how to transform the challenge into a business opportunity
9:00 – 9:30	Knudsen Joan (Denmark): BaltSe@nioR Virtual Library- an online knowledge platform – gain access to research and knowledge about seniors- your future customers
9:30 – 10:00	Sedenka Jan (Sweden): Branding as a valuable resource within the silver economies
10:00 – 11:30	Virtual library workshop
11.30 – 12.30	Lunch
12.30 – 15.30	Sirkka Andrew (Finland): Smart furniture workshop and prototype presentations

theme 1: General usability issues of the designs/devices/products
theme 2: Productisation (process)
-needs, problems, bottlenecks in developing solutions with various stake holders
-changing experiences + ideating
theme 3: Same themes related to Baltse@nioR prototypes (products + process)

-Wrap-up

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More information:
www.baltsenior.up.poznan.pl
www.facebook.com/baltsenior


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OF SKÖVDE


Poznań University of Life Sciences


Lifestyle & Design Cluster.


Hanse-Parlament


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