

Smart Care & Open innovation Province Noord-Brabant, the Netherlands

The main issue we want to talk about with you in this workshop is the method of **'open innovation'** which is one of the essences of the Smart Care project of our province. But before sharing thoughts and experiences in this workshop about 'open innovation' I will first describe shortly what Smart Care is about. After that Mr. Guust Verpaalen from the KICZ network will go into details about 'open innovation' and we will hope to have some interaction on this item.

The Smart Care project is about what most of you will know as E-health, Telehealth, Telecare or Ambient Assisted Living.

Although the Province of Noord-Brabant does not have a primary task in the field of Smart Care, as provincial government we have been approached by parties in the field. They requested us to assume the role as catalyst in helping them implement Smart Care more quickly. Our reason for doing so lies in a broader perspective of futureproof care. It expresses our ambition to provide good, accessible and affordable care to 2.4 million people in Noord-Brabant. A form of care in which the end user is central. That type of care has come under pressure. There are several reasons for that:

- demographic developments play a particularly strong role in Brabant: ageing
- this causes an increase in demand for care on the one hand, and a shrinking workforce in the sector on the other;
- the affordability of care has come under threat,
- also, people are becoming more articulate in their demands, and society has become more individualistic;
- people are making ever higher demands of the quality of care, and want a tailor-made approach;
- finally, as a result of these developments, the care system itself is undergoing radical reorganisation.

ICT in home-care services is one of the most promising solutions on offer. This will enable - the elderly and chronically ill in particular - to stay in their homes for longer and thus allow them to continue participating in society. We want to make optimal use of the possibilities that ICT offers in terms of care. Brabant has accumulated a great deal of knowledge in this area and various successful experiments have been concluded. The technique is available, but barriers still exist. Efforts to realise Smart Care on a broad scale in Brabant have not had been successful. The

most important reasons for this can be found in 'connection problems' of various nature:

- a lack of match between supply and demand.
- the worlds of care, housing and welfare each have their own working methods, processes and dynamics.
- every application has its own technical preconditions, thus creating problems in connectivity or broadscale use.
- A lack of cohesion in the system of expenditure and income.
- insufficient exchange of knowledge, experience and best practices.

In order to force a breakthrough in this area, the province started the Smart Care project in 2008. As intermediate authority, we can put our umbrella vision to use by bringing parties together and bundling resources. In doing so, the provincial authorities are drawing from the strength of Noord-Brabant. Especially through excellent cooperation between various partners: industry, municipalities, care institutions and knowledge institutions. But also from the knowledge and innovative strength that is available at provincial level. These strengths are necessary to realise breakthroughs. The province wants to establish continuous cooperation between the various partners.

How are we doing that?

Smart Care is about three lines:

- **investment projects**, the province brings together parties to participate in concrete projects subsidised by the province. In the first round, grants were awarded to 11 projects and most of them are present at this conference. You can find short films and descriptions of the 11 Smart Care projects in the English language at www.brabant.nl/smartcare

The second line is the 'End user line' about e-awareness among end users and professionals

The third line is aimed at promoting knowledge sharing and the exchange of experience.

The method of 'Open innovation' is an integrated part of the whole Smart Care project and that's why Guust Verpaalen now has the floor to talk about how this works in daily reality.