

# Summer courses

UPV/EHU

## Course

### Demographic Scenarios in the Basque Country: Where will we be in 2060?

## Presentation

**Adinberri: innovative strategy by the administration to address the challenge of an ageing population**

**Ainhoa Aizpuru Gipuzkoa Provincial Council - Deputy of Economic Development, Rural Environment and Territorial Balance**



**ETORKIZUNA ERAIKIZ**  
EL FUTURO DE GIPUZKOA

## PRESENTATION

**Adinberri:** innovative strategy by the administration to address the challenge of an ageing population

## SPEAKER

Ainhoa Aizpuru Gipuzkoa Provincial Council - Deputy of Economic Development, Rural Environment and Territorial Balance

## SUMMARY OF THE PRESENTATION

The Strategic Management Plan 2015-2019, conceived as Gipuzkoa Provincial Council's main leadership instrument for governmental action, establishes, on the one hand, the governance mechanisms that ensure efficacy in the implementation of the Plan and, on the other, highlights the alignment between public policies and the Territory's collective goals as its priority.

One of the initiatives included in the Strategic Plan is Etorkizuna Eraikiz (Building the Future), contemplated as a model for detecting, designing and trying out responses to the social and economic challenges that organisations, companies, associations and universities in Gipuzkoan society, and each of the persons that live in the territory, will face. The aim is that the future decided upon will make Gipuzkoa the best place in Europe to live and work.

Within the framework of the Etorkizuna Eraikiz programme, in a reflection shared with Gipuzkoan social and economic agents, and *in line with the Smart Specialisation Strategy (RIS3)* launched by the European Commission, a series of strategic projects for the development of Gipuzkoa over the next 10 years has been identified and defined. This comprises the Provincial Council's new political agenda for the coming years, and which takes the form of "Strategic Projects 2025".

One of the Strategic Projects 2025 to be tackled is the **Gipuzkoan Strategy to address the challenge of an ageing population, AdinBerri.**

The rapid ageing of the population in more developed countries is transforming the current paradigms of social structure, economic development and sustainable growth. In Gipuzkoa, people 55 and over (55+) accounted for 250,000 out of a total of 713,000 (35% of the population) in 2017. By 2031, the percentage of this 55+ group will have increased to 46.5% (343,495 people). 27.1% of this population will have passed the threshold of 65 years of age, and 5% the threshold of 85<sup>1</sup>. Although most elderly persons will live their old age in a situation of functional and relational autonomy, it is envisaged that, as a result of progressive ageing in Gipuzkoa, the population considered to have some degree of dependence will rise from 29,000 now to 39,000 in 2031. This change represents a major challenge, both from a welfare (improving the quality of care) and a social perspective (adapting social and economic structures to demographic change and the challenge of an ageing population).

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<sup>1</sup> EUSTAT. Demographic Projections 2031

It is undoubtedly a phenomenon that will have an enormous impact and it also becomes increasingly complex as the analysis is projected into the future.

However, this phenomenon is also an opportunity to enhance citizens' health and quality of life, improve our care and health system and boost economic growth and productivity. The 55+ age group constitutes a valuable source for developing new services required by this sector of society and generates economic activity associated to public and private consumption.

In this context, the Provincial Council has defined the **Adinberri Strategy**, with the aim of “maximizing Gipuzkoa's innovation potential to provide healthy ageing services”, taking into consideration the situations and needs of the main interest groups and directing attention to a common purpose: contributing to extending the period of healthy living. The three objectives or “Triple Win for Europe” serve as a reference:

- Improving the health and quality of life of citizens with a focus on older people;
- Supporting the long-term sustainability and efficiency of health and social care systems;
- Enhancing the competitiveness of industry linked to the elderly through expansion into new markets via new products and services.

The phenomenon of population ageing is a major economic and social concern. The challenge is also to convert this phenomenon into an opportunity, taking advantage of innovation in the following areas as a resource for this purpose:

- The involvement of the greatest possible number of people in the promotion of a healthy lifestyle: the elderly themselves, their environment and society in general;
- Progress towards new models of Person-Centred Care (PCA), which in turn leads to an increase in the social impact and quality of care and attention;
- The capacity for economic development and job creation: the demands and needs of elderly persons makes them a driving force of economic activity in the form of new products and services.

Adinberri is a transversal Strategy, targeting different interest groups and based on a set of elements necessary for its deployment, which involves several departments of the Provincial Council: the office of the Deputy leading the Strategy; the Department of Economic Development, Rural Environment and Territorial Balance in regard to the aspect of innovation, economic development and job creation; the Department of Social Policies in the progress towards new models of PCA that affect the health and social care system and the involvement of elderly persons in the promotion of a healthy lifestyle.

There is a set of main components provided for its deployment:

- **Reference centre for comprehensive care** This is contemplated as a reference in terms of advanced care for ageing and dependence. The care model is based on a person-centred approach, a way of working in line with a philosophy that the support and services provided to persons are designed and offered on the basis of their needs and interests, incorporating the viewpoint of the person, the family, the community and citizens into the field of reflection and implementation. In this respect, and by way of example, if we pay attention to the wishes of elderly persons it would be necessary to offer support in their own homes, and where attending a centre is called for, the person in question should feel at home.

The Centre is to be a reference and an integrating factor for the agents who comprise Adinberri's Ecosystem, and will serve as a meeting point for the development of products, services and solutions designed to improve Gipuzkod's

degree of specialisation in the fields of ageing and biomedical technologies. The goal is to strengthen collaboration between industry, innovative agents and universities. Moreover, any improvements developed there will be extended to other residential care homes. In other words, although the centre is located in Pasaia, its impact will be at territorial level.

- **Technology and Applied Research Centre** This is an open and collaborative element, capable of linking social and health care, knowledge management and technological and industrial development in relation to ageing, health and welfare.
- **Strategic Innovation Agenda** This will reflect the priorities and include the set of actions that are to guide the Foundation's activity in forthcoming years via three routes: a) Training; b) Innovation ; c) Product and service development
- **Foundation.** Responsible for promoting and deploying the AdinBerri strategy, relying on the support of the Strategic Innovation Agenda to this end. It will be based at the Reference Centre and will be public in nature, although also open to private participation.
  - It will also provide a response to the challenge of an ageing population by converting it into an opportunity. In this way, it will operate with a dual approach, relating and integrating both facets. On the one hand, it will have a social vision (action: health and social care) and, on the other, an economic vision (research: innovation, and making efforts to convert the territory into a point of reference in the bioscience sector).
- **Ecosystem.** It integrates the health and social care ecosystem, with the intention of becoming, in the medium or long term, a 'cluster' specialised in developing the opportunities thrown up by the challenge of ageing.
  - Within the collaborative governance model promoted by Etorkizuna Eraikiz, cooperation with the different public and private agents related to the issue of ageing is an integral element of AdinBerri.
  - In this respect, and as part of this attempt to stimulate and coordinate the sector, AdinBerri envisages creating collaborative networks with agents that encompass six areas: the tertiary sector, the health and social care sector, innovative agents, education, public administration at its different levels and companies.
- **Aid Programme.** Call for subsidies to attract innovative projects in this field. The objective here is to encourage innovation in the field of health and social care and, in general, in the biomedical sector, supporting R&D&I activities with the potential to have an impact within the framework of healthy ageing, the quality of the health and social care system and the competitiveness of industry in this field. These should provide innovative technological, health care or organisational solutions in the form of processes, products, services and/or business models.

Furthermore, taking into account the analysis of Gipuzkoa's starting position, the trends in these matters and the main references for the territory, six areas of opportunity with the greatest potential for impact have been identified in this initial version of the Strategic Innovation Agenda. These are:

- **Care and attention:** advanced services, rehabilitation, continuing care, comprehensive care.

- **Homes for longevity:** adaptation of home; domestic appliances, Smart solutions, co-housing, community, home services.
- **Environment for longevity:** local trade, last metre mobility, micro-logistics, elderly-friendly city.
- **Healthy ageing:** healthy eating, prevention.
- **Active ageing:** tourism, links, leisure, training, physical and mental activity.
- **Worthwhile ageing:** work, voluntary work, financial/insurance.