



ATEGAL SENIOR LAB

ATEGAL Senior Lab is a laboratory which functions as "connecting link" and as "channel" between final consumers (adults) and brands or products developers for adult people. A physical and virtual demonstrator centre with products and services, with special interest in technological advances, available for seniors and that enable an improvement in their daily life. From our experience in ATEGAL (Classroom of the Third age in Galicia), working with seniors, we detect that many times these innovations reach the experts but not the final clients. Apart from functioning as link and bring innovative solutions over to seniors, our objective is that older people themselves become "panelists" of Ategal Senior Lab, with a wide range of different senior profiles which represent different target users/clients and that they could test all type of articles from clothes, food, home solutions or any other service which in most occasions were designed outside their interests.

This project is a knowledge centre where we could also have the opportunity to detect needs in the senior field and at the same time start up these initiatives of solutions development from the hand of our own members with open innovative methodologies where manufactures could create new products and services with the users themselves.

ATEGAL SENIOR LAB is already functioning because ATEGAL, along its 40 years of history, has served as "laboratory" to test different ICT solutions, public as well as private, in the field of different projects. We played the role of "connector" between these entrepreneurial initiatives and the beneficiaries, in this case, the seniors. We try to answer the following questions: How do we foster the participation of these newly unsatisfied elderly people with the ageing paradigm? How do we exploit the senior talent? What reward systems do hook the panelists? Can it be an income means that compensates the loss of purchase power with the retirement and facilitates the access to new products and services? To what extent do this access and participation impact in the perception of oneself- self-concept and self-esteem, and therefore in the quality of life of seniors who participate?

We use a mixed work methodology combining the benefits and tools of the digital world with in-class activities to facilitate flexibility to brands and products:

- a) Online services: questionnaires, surveys or products assessment in any stage of the development process.
- b) Physical working groups, as focus group, design thinking dynamics to "problem solving" in our facilities and with a moderator.
- c) Community ATEGAL Senior Lab:"pull" of online panelists segmented by socio-demographic profiles, contributing regularly to the products and services assessment, with a formative section for panelists and the tool to enable personalised design and delivery of the quizzes.
- d) Purchase centre specialised in products and brands of interest for people over 55 years and where each of the members are the real panelists and people associated to the laboratory.
- e) Online reward system as key part of this system, it's the way to return the value of the panelists.

Population over 65 in Spain was of 8,6 millions of people on 1st January 2017. In 2066- according to INE(National Institute of Statistics)-there will be more than 14 millions of seniors. In Galicia the 23% of the population is over 65 years and the 36,3% is already over 55, being Galicia the third most elderly autonomous community in Spain with an ageing index of 151.9. Do we know how to anticipate? Society has longevity as a challenge and we are not envisaging this situation as an opportunity.

We want to create two income means:

- As a centre of products and brands testing, where companies, administrations and entities use ATEGAL Senior Lab for the trial of the products and services and that we get a remuneration for this.
- Through the purchase centre: we want to be as influential as brand bloggers are, a competitive group to get great discounts for our members as income for ATEGAL Senior Lab.

This new business unit that we open in ATEGAL, as an independent company regulated mainly by ATEGAL, could enable a principal income means for ATEGAL, substituting the incomes received by public administrations, providing economic independence and placing us in the pillar of innovation and social participation.

Nowadays the 29% of the population is elderly people over 65, with high life expectancy and a quality of life free of dependence. Our clients are both the companies and administrations which want to make available their products or brands to our panelist and the adults who wish to form part of ATEGAL Senior Lab as panelists and/or members of the purchase centre. The participation of seniors in society is key for an active ageing as economic driver in our silver economy.

NESPLORA AQUARIUM

An assessment tool designed to evaluate attentional processes and Working Memory

