

How to unlock the potential of stakeholders in the active and healthy ageing participatory design process?

How to create an innovative solution that will excel in the market? Who to engage in the design process? How to engage? Which are the tools for stakeholder engagement? These are some of the questions the workshop will find answers to. This workshop will introduce best practices from the United States and Estonia on how to create and scale up successful products in the field of active and healthy aging and which is the role of stakeholders in the entire process. This webinar will take place on the 21st of April from 11:00 – 13:00 (CET). You can register [here](#).

AGENDA

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|----------------------|---|
| 11:00 – 11:05 | Welcome

Piret Hirv, Connected Health Cluster and Tehnopol Science and Business Park |
| 11:05 – 11:50 | Toolbox for Service Design

Helen Kokk, UI/UX Expert and Graphic Designer |
| 11:50 – 12:35 | Grandma-Led Innovation: How to Partner with the Senior Community You Serve

Robert Schultz, Managing Director, Massnex |
| 12:35 – 13:00 | Discussion and Q&A |

