

Taking the world a step forward

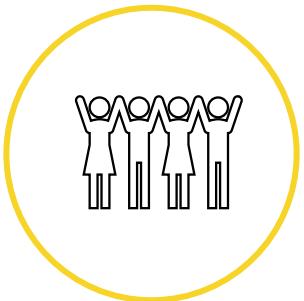


Carina Dantas

How can we capture citizens and civil society's needs | 29 October 2021
IN4AHA online webinar



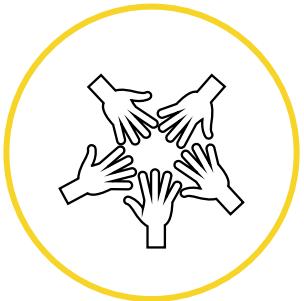
SHINE 2Europe aims to **promote inclusive communities for all citizens**, by delivering research and support to the implementation of tech-Savvy, Healthy and INclusivE solutions (SHINE).



Societal growth, inclusiveness and
fight against discrimination,
promotion of health and wellbeing



Communication, networking and
sharing of good practices



Policy design and implementation,
assessment of societal impacts and
ethical behaviour



Fostering digital tools that empower
citizens, are user friendly and ensure
literacy and education to use them



- I develop a solution and ask some potential users what they think of it.
- I already know what I want to develop but let potential users discuss the colour, shape or add some features.
- I ask older adults and caregivers about their needs, wishes and values and then I try to match solutions with these.
- Or else, I do a clinical trial because this is a MD.

IS IT REALISTIC TO SAY THAT COMPANIES ACTUALLY DO CO-CREATION and involve all relevant stakeholders throughout ideation, development and market entry, as a common procedure?

“Obstacles to co-creation are fundamentally:

- **divergent interest** (co-creation of experts, not of everyone)
- **lack of time** (co-creation takes time, and people are short of time)
- **power structures and hierarchies** (it is rare that the people themselves are given real power).

Geoff Mulgan (NESTA) on the challenges of co-creation

By Social Innovation eXchange (SIX)

We did a long way since FP7 but we are still in need of some PARADIGM SHIFTS

is a form of innovation that involves not just the end-users, but ALL STAKEHOLDERS

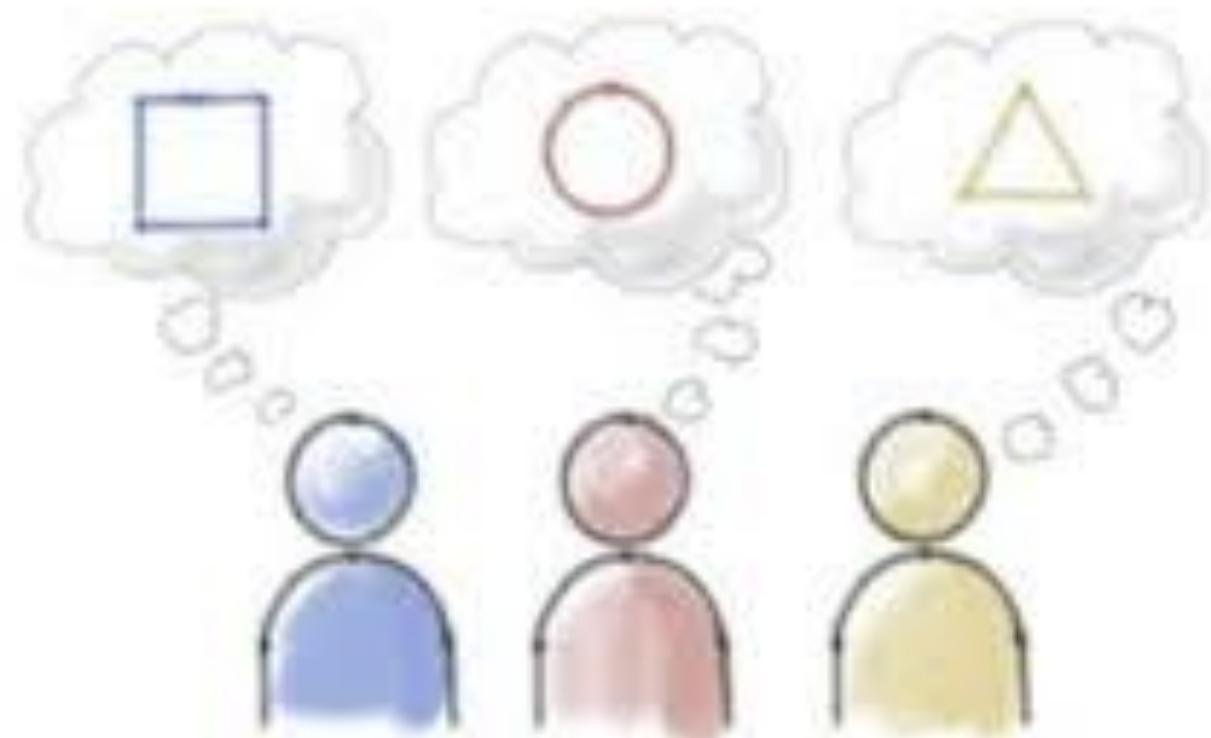
Its aim is to have the co-creators involved throughout the entire process from research to implementation:

- they participate during the initial exploration and problem definition - both to help define the problem and to focus ideas for solution
- and during development, they iteratively evaluate the proposed solutions.

Creativity, multidisciplinary practice, complexity and solidarity-economy are the main paradigms that define the co-creation methodological model.

- Low sales
- Low satisfaction
- Low uptake

MISALIGNMENT



"I'm glad we all agree then"

In classical philosophy, ethics was not only about common habits or customs, but sought the theoretical basis to find the best way to live and be, that is, **the search for the best lifestyle, both in private and public life.**

Ethics included most fields of knowledge that were not covered in physics, metaphysics, aesthetics, logic, dialectics, and rhetoric. Thus, ethics covered the fields that are currently called **anthropology, psychology, sociology, economics, pedagogy, sometimes politics, and even physical and dietary education.**

APPLIED ETHICS, analyses **HOW MORAL IS APPLIED IN SPECIFIC SITUATIONS**

And how does this connect to Digital solutions for AHA?



AAL Guidelines on ethics, data and security

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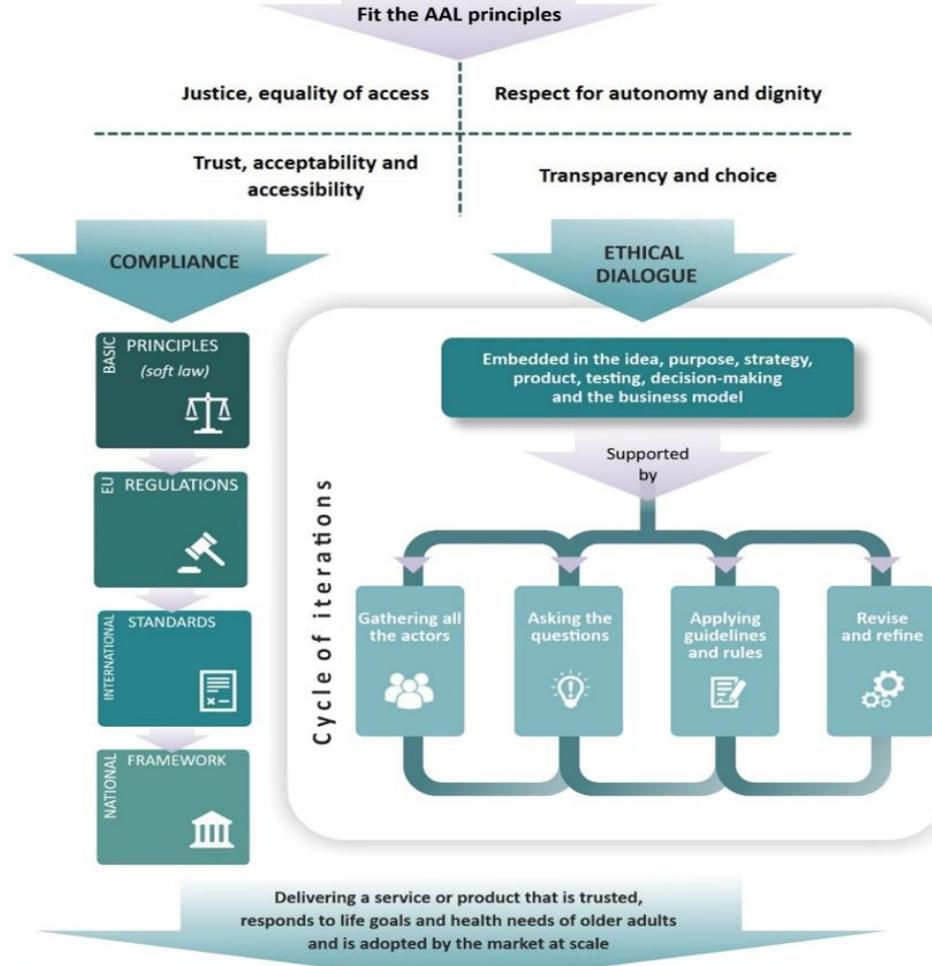


Ethical excellence is not a ‘nice to have’, but a ‘must have’, not only for human and societal reasons, but also for success in the market.

More than just legal and ethical compliance, it proposes the implementation of the ethical dialogue, integrating relevant values in an iterative process of discussion.

And applies this method not only during projects’ lifetime but also for solutions already in the market.

ETHICAL EXCELLENCE IN AAL



AGEING WELL IN THE DIGITAL WORLD

Ethics as a (social) design

men and technology
are opponents

men and technology are
intertwined & connected

who wins? Robots vs
men, AI vs men

men is a technological
'animal'

technology is a
mean, not a goal

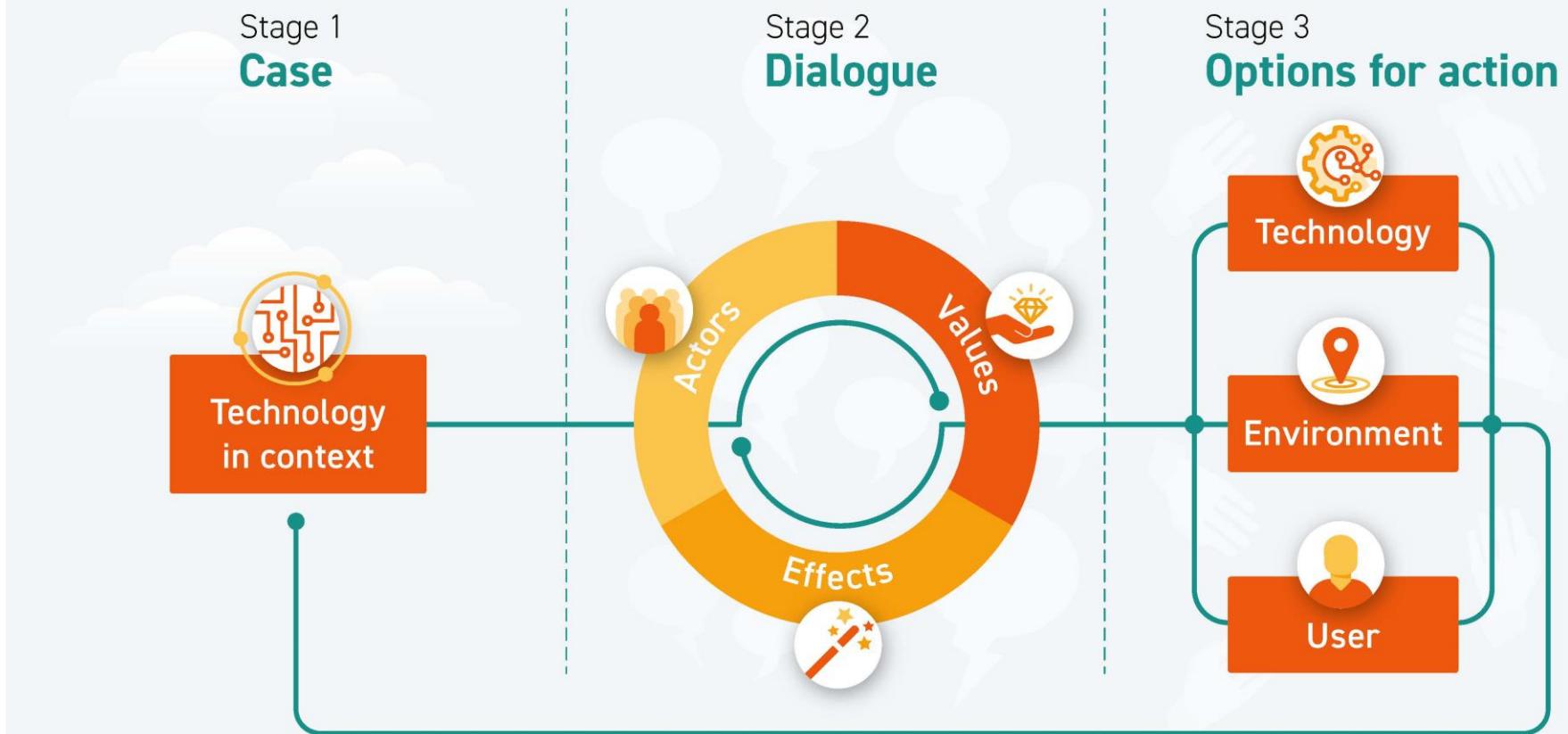
technology belongs
to us

(people are
always good?)

mutual adaptation between
men and technology

**GUIDANCE
ETHICS**

Guidance ethics approach



The digital version of this document can be found at: <https://ecp.nl/publicatie/guidance-ethics-approach/>

European Professional Ethics Framework for the ICT Profession



Implement in organisations
Context, culture and leadership

CEN TC428

ORGANISATIONAL CONTEXT

Organisations' context influence moral choices and behaviour

NEEDS

- workshops dealing with **real cases** of ICT ethics as part of the organisation's strategy
 - training in ethics must be a part of the **ICT professional qualification** (University or other level) and **continuous training**.
 - introduction to ethics and regulations must be a mandatory part of the **new employee induction and training**



To make daily ethical decisions, professionals should be adequately trained and have implemented in the organisation a practised method for exploring the ethical aspects of a decision, considering societal impacts

IMPLEMENTING ETHICS

It is not that an organization has an ethical culture or not

Implementing a method in organisations will provide:

- **SELF-CONFIDENCE** to professionals on their daily decisions
- a routine practice of **ETHICAL ASSESSMENT**

Enabling professionals to recognise new and unfamiliar situations and act accordingly

Discussion and dialogue about the dilemmas, preferably in a multidisciplinary group and with different types of stakeholders (e.g. Ethical Dialogue method), to carefully explore the problems, gather the insights and different perspectives of others, and progress then to good ethical choices.

Participatory design

Can be seen as a move of end-users into the world of researchers and developers

Participatory design has been used in many settings and at various scales - this approach has a political dimension of user empowerment and democratization.

whereas

Empathic design

Can be seen as a move of researchers and developers into the world of end-users.

International Interdisciplinary Network on Smart Healthy Age-friendly Environments



Chair
Carina Dantas



Vice-Chair
Willeke van Staalduin



Funded by the Horizon 2020 Framework Programme
of the European Union

MAIN GOAL

To foster awareness and support the creation and implementation of smart, healthy indoor and outdoor environments for present and future generations.

Public authorities,
standards
organisations

Academics and
scientists



Citizens

Businesses, caregivers,
and non-governmental
organisations



MANAGEMENT COMMITTEE
83 MEMBERS | 56 Subs + Obs.
46 Countries

FULL NETWORK ~320 participants

People should not need to adapt to environments or solutions



We advocate for solutions and environments that **include, adapt, grow, and respond to our personal needs.**



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**"Success is not final; failure is not fatal: It is the
courage to continue that counts."**



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