Design for the "here and now"

New co-creation approaches for innovation in health and care, involving older adults with cognitive impairment

Despite the enormous technological progress and undeniable potential of AAL, ICT based-solutions failed to achieve sufficiently high levels of user acceptance and market success. This may come as no surprise, since "design requirements have been typically generated in a top-down fashion, rather than being user-led".

INNOVATING BY CO-CREATION "WITH" USERS

sense of ownership

connectedness

Acceptability; satisfaction; impact in realistic settings; increased adoption…

MINDFUL DESIGN FRAMEWORK
A concrete methodology enabling mindful co-creation with more vulnerable participants

The MIND Project develops an integrated co-design methodology working with the real voices of People with dementia (PwD) for designing collaboratively solutions aiming to improve their subjective well-being and self-empowerment, as well as promote meaningful and equitable social engagement.

FUNDACIÓN inTras

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INTRAS is a **non-profit organisation** dedicated to **provide health and social-health care in the mental health field and ageing as well as to carry out research and innovation projects**. It is certified by **EFQM** - **Business Excellence European Quality 400+**.

INTRAS manages a network of **11 centres, 4 community support teams and 60 community apartments in 8 provinces in Spain,** involving **over 200 professionals and serving yearly more than 1.000 users**.

INTRAS Foundation INTRAS has a **Research and Innovation center & Living Lab "IBIP-Lab"** member of ENoLL and with recognized best practices.

Intervention Scope & Competencies

Cognitive intervention & rehabilitation through ICT-based solutions (e.g. virtual reality, immersive experiences, gamification)

e-health / Self-management of health and disease

Empowering personalized interventions

Care at home and Independent living solutions

Digital learning, inclusion and accessibility

Co-design with users and public involvement

Dissemination, knowledge transfer & research networking

Spin-off company for technology transfer & commercialization