

<i>Themes: Ageing and Care; Country: Poland; Language: English; Year: 2014; Event: Unknown</i>	
<b>Programme's name:</b>	<b>Maturity well-designed: an intergenerational activity centre in Warsaw</b>
<b>Organisation / Country:</b>	Welfare and Social Projects Department, City of Warsaw, Poland
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<b>Summary:</b>	<p>In 2012, the Welfare and Social Projects Department of the City of Warsaw commissioned the redesign of the existing Centre for Social Services and Social Assistance Personnel Training Centre "Nowolipie Centre" to transform it into a new intergenerational activity centre as part of the European project "Design-led Innovations for Active Ageing (DAA)". The need for such a facility was previously expressed by residents, NGOs and other stakeholders.</p> <p>The "Nowopolie Centre" is a day care nursing home for older people that offers assistance (laundry service, food services) and activities such as a chess and bridge club, English classes, gym classes, etc. It is funded and run by the local authority. It was opened for senior citizens from Warsaw and for people with disabilities.</p> <p>The redesign of the centre was done through a participatory methodology based on c-o design which put service users at the centre of the process as well as methods and tools normally used for service design.</p> <p><a href="#">Zamek Cieszyn</a>, a regional design centre, was the leading partner to set up an interdisciplinary project team involving:</p> <ul style="list-style-type: none"> <li>• representatives of the City of Warsaw's Welfare and Social Projects Department,</li> <li>• one cultural anthropologist from Zamek Cieszyn,</li> <li>• <a href="#">Kompott Studio</a>, a multidisciplinary design studio; and</li> <li>• two sociologists from Insight Shot, a research company.</li> </ul> <p>The concept took into account user feedback to find out the most innovative solutions responding to their needs.</p>

	<p><b>1. The research stage</b></p> <ul style="list-style-type: none"> <li>➔ Understanding the context and the environment, the research, identifying all stakeholders and defining the first challenges</li> <li>➔ Conducting a sociological study supported by ethnographic observations, and hold a strategic workshop</li> <li>➔ Suggestions of short, medium and long-term strategies by designers. Among others, the following solutions were put forward: <ul style="list-style-type: none"> <li>▪ an internet website,</li> <li>▪ a connection point for NGOs,</li> <li>▪ cooperation with students and young people in an attempt to bridge generations,</li> <li>▪ workshops,</li> <li>▪ sport activities,</li> <li>▪ outdoor fitness, etc.</li> </ul> </li> <li>➔ All these ideas were collected in a local design brief book.</li> </ul> <p><b>2. The focus stage</b></p> <ul style="list-style-type: none"> <li>➔ Starting to work and act together with the users, identifying hidden needs, defining key opportunities</li> <li>➔ Organisation of an international workshop to develop innovative proposals for the active inclusion of older people</li> </ul> <p><b>3. The development stage</b></p> <ul style="list-style-type: none"> <li>➔ The team creates user profiles, draft designs, organises a workshop, and prepares initial reports and briefs.</li> <li>➔ Preparation of an operation and promotion strategy for the new centre.</li> </ul> <p><b>4. The delivery stage</b></p> <ul style="list-style-type: none"> <li>➔ Verification of the assumptions and collected ideas (tested with end users), creation of strategies</li> <li>➔ Preparation of the final design concept</li> </ul>
<b>Issues:</b>	<ul style="list-style-type: none"> <li>• Engagement and coordination of volunteers is challenging</li> <li>• Need for supporting and promoting initiatives for older people</li> <li>• Need for creating old age-friendly spaces with easy accessibility</li> <li>• Developing positive attitudes towards older people</li> </ul>
<b>Resources:</b>	The initiative was developed as part of the programme “Design-led Innovations for Active Ageing DAA”. This project was co-financed by the European Regional Development Fund (ERDF) and the INTERREG IVC programme.
<b>Objectives:</b>	The new activity centre for older people aims at:

	<ul style="list-style-type: none"> <li>• Activating and integrating older people in the local community</li> <li>• Improving communication and interaction with older people</li> <li>• Initiating a social dialogue between generations</li> <li>• Improving the health and wellbeing of senior citizens</li> </ul>
<b>Outcomes:</b>	<ul style="list-style-type: none"> <li>• Improvement of the external perception on ageing and older people</li> <li>• Preparation of middle-aged people for a physically and socially active life in later life</li> <li>• Promotion of volunteer work for older people</li> <li>• Creation of new strategies and ideas for engagement with older people</li> </ul>
<b>Evaluation:</b>	Ideas were collected during workshops as part of the co-creation process and then developed and tested. The outcomes of the project were reported to the institutions responsible for the first level of control and to the INTERREG Joint Technical Secretariat.
<b>Resources:</b>	<i>Trojan, L &amp; al. 2014: Maturity well-designed, the guidelines for the project of an intergenerational activity centre for the Welfare and Social Projects Departments of the Capital City of Warsaw.</i> [Available <a href="#">here</a> ]