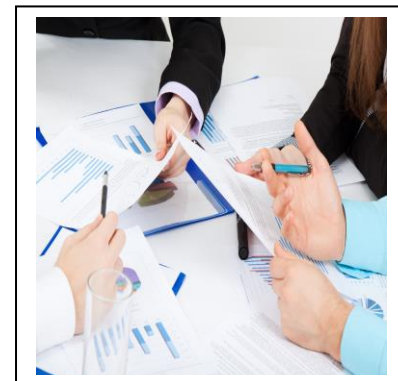


Innovative solutions to support enterprises in the Baltic Sea Region in product development aimed at raising comfort and safety of seniors living at home

→ *The ageing population in the Baltic Sea Region (BSR) and around the world is an enormous challenge for governments and national economies as well as for researchers and companies. Most of all it is of key importance to provide the elderly with the best possible care, comfort and safety.*

Priority area	Innovation
Specific objective	Non-technological innovation
Project acronym	BaltSe@nioR
Lead Partner	Poznan University of Life Sciences, Poland
Project partners	2 DE, 2 FI, 1 DK, 1 EE, 1 LT, 1 LV, 1 NO, 1 SE
Project budget*	Total EUR 2,4 MM
*preliminary figures before contract signature	



Summary

The problem of aging societies went unnoticed and neglected for many years. The market offer of products adapted to seniors’ needs is fragmented or almost non-existent. Now is the time to change that. In order to tackle this demographic challenge the BSR needs to be strong in transnational cooperation and cross-sectorial specialisation. Experts from different BSR countries and various disciplines must be united and work together to transform this challenge into fascinating business opportunity for enterprises in the region. Knowing the strength of creativity that exists in the BSR is empowering.

There is a unique opportunity to raise seniors’ comfort and level of safety and at the same time enhance capacity of innovation. With broad competencies of leading BSR actors in the field of furniture, design, technology, ICT and robotics, economy and social sciences we will develop state of the art solutions making the BSR stronger.

Aspirations to improve the quality of life of older citizens in the BSR can actually empower SMEs in the furniture industry. Therefore, the project will provide companies with ICT based tools, applications and databases, which are innovative and have been developed in a translational environment.

Cross-sectorial specialisation is the foundation for creative working methods for product design and development in furniture safety, reliability, specific needs and preferences of seniors and the problems they face while using furniture.

The project will create synergies between the traditional furniture industry and innovative ICT solutions in the process of cross-sectorial specialisation.

The project will give BSR furniture companies inspiration and a common identity, it will enhance their knowledge and competences, and increase their capability to work in a transnational environment. Consequently it will enhance their capacity of innovation to create smart products adapted to senior needs, making the companies more innovative and competitive.