

Team Ageing

3 GOOD HEALTH
AND WELL-BEING



Improving the life of
elderly in their home



Idea^s






“Come, I need help.
I am 86 years old and I
am alone at home.”



San Lazzaro di Savena, 23 October 2018

**Who among us can say
that their parents are
not feeling lonely?**



An aerial, high-angle photograph of a historic Italian city square, likely Piazza del Campo in Siena. The square is paved with cobblestones and surrounded by tall, multi-story buildings with terracotta-tiled roofs. A prominent brick tower stands in the center. A white bus is visible in the lower-left corner, and several cars are parked or moving in the square. The overall scene is a dense, colorful urban environment.

In Italy, **1.13 million**
people over 75 **don't meet any friend** in the whole year.

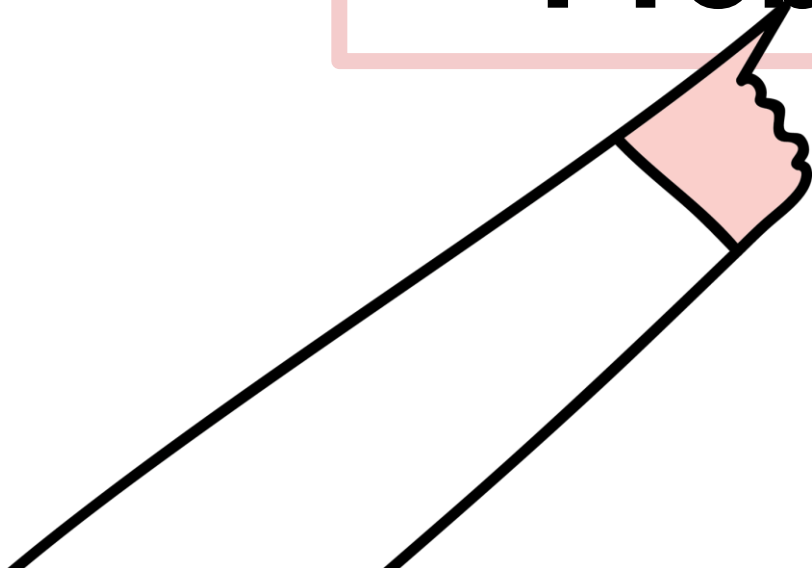
ISTAT Multiscopo Survey, 2016



“My friends are all dead, I don’t want to go out to meet new people. Here people are not that funny.”

Giovanna, 82

Problem



”

“Let me **put on lipstick**
before taking the photo
with you.”

Marisa, 78





”

“Every time you come here to meet Gabriella, she **cooks sweets** for you.”

Cristina, Società Dolce



“When I’m alone, I just eat a **piece of bread**. I don’t want to **cook** just for me.”

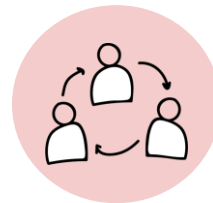
Wilma, 86

Food is crucial

Health



Social
Connection

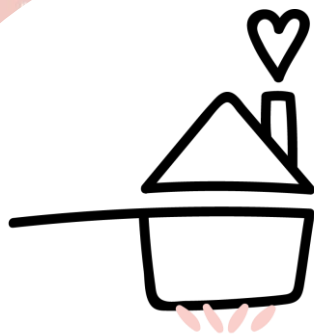


Purpose



Home





MAGNA

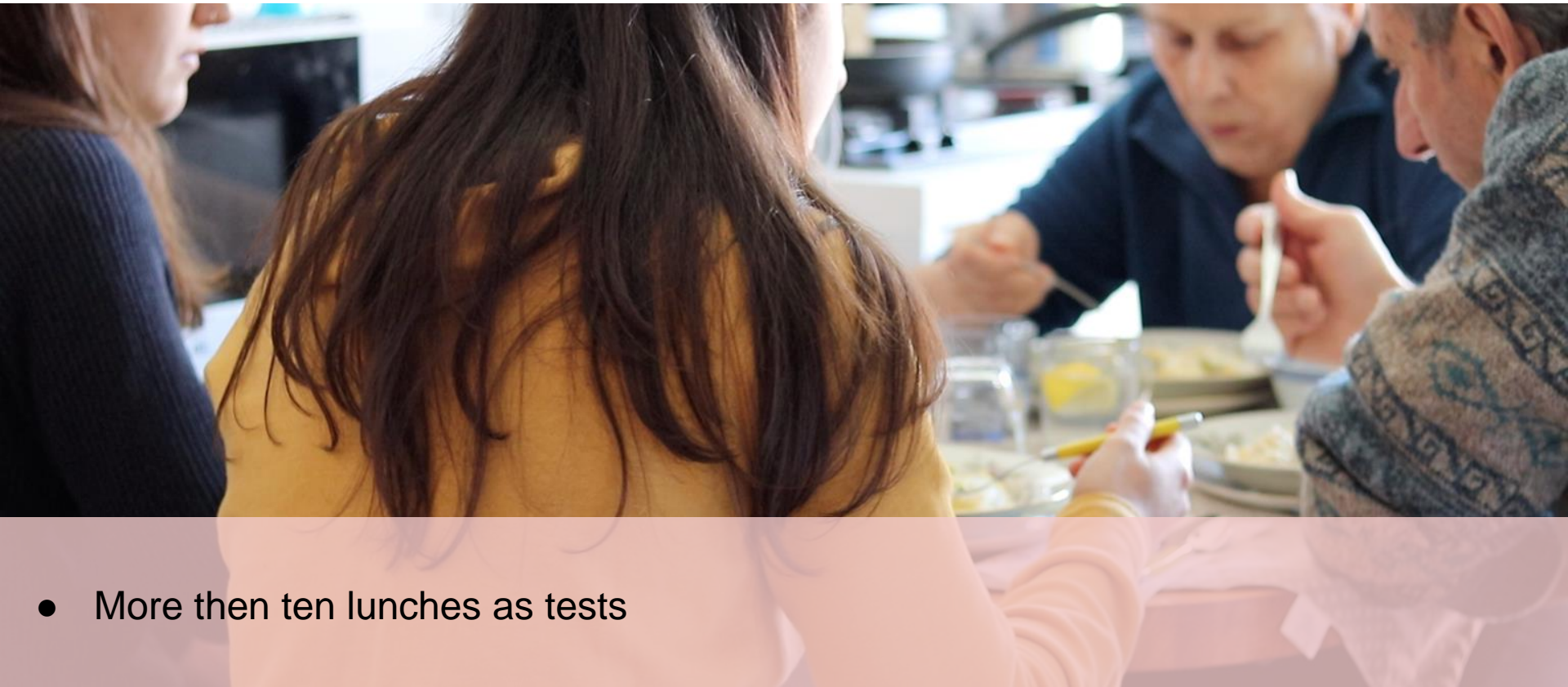
AGGIUNGI UN POSTO A TAVOLA

What “Magna” is

- **What:** Meal sharing service
- **When:** Lunch
- **Where:** Elderly home close to the University
- **Who:**
 - Older people
 - University students
 - Cooperatives



Why lunch?



- More than ten lunches as tests

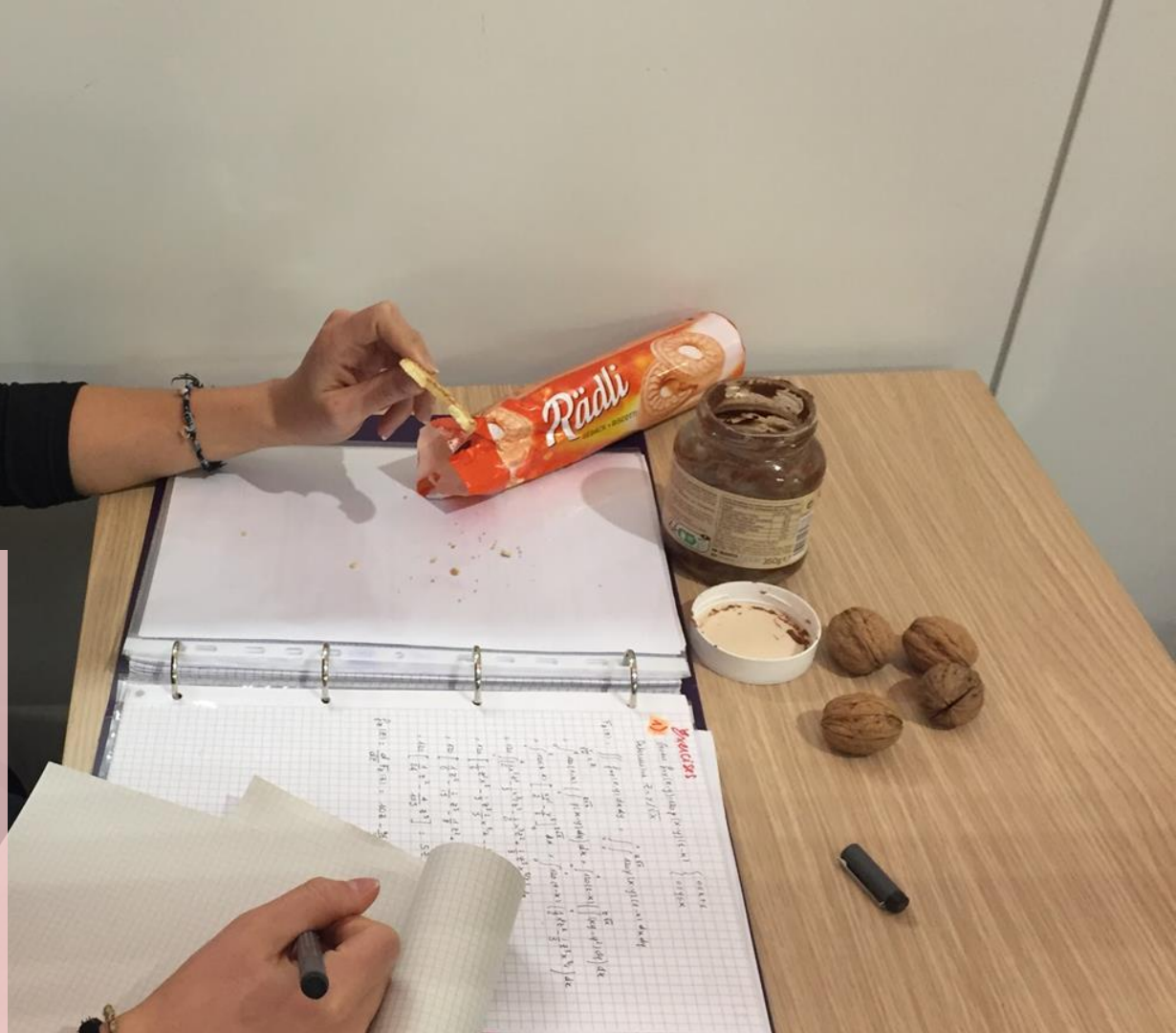
Why University students?

- **>80.000 students** over <390.000 city residents
- **Spread** all over the city
- **Homesickness**
- **Easy identity check**

”

**“I really miss home
when I hear my
neighbours having
family lunches.”**

Viviana, 22



Why the house of elderly?

”

“I am scared of going outside because I fear I could fall again.”

Esterina, 78

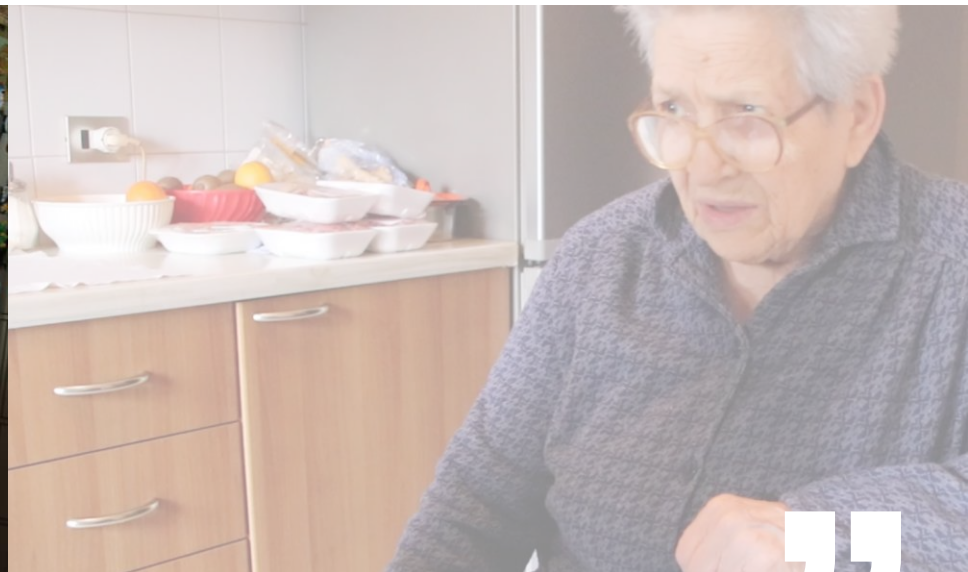


Older people



**"I love to prepare lunch for my family,
otherwise I wouldn't know what to do"**

Angela, 72



**"You shouldn't have come!
I cannot offer you anything to eat."**

Wilma, 86

Older people



**"I love to prepare lunch for my family,
otherwise I wouldn't know what to do"**

Angela, 72



**"You shouldn't have come!
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Wilma, 86

Our service

“Cooking is Caring”



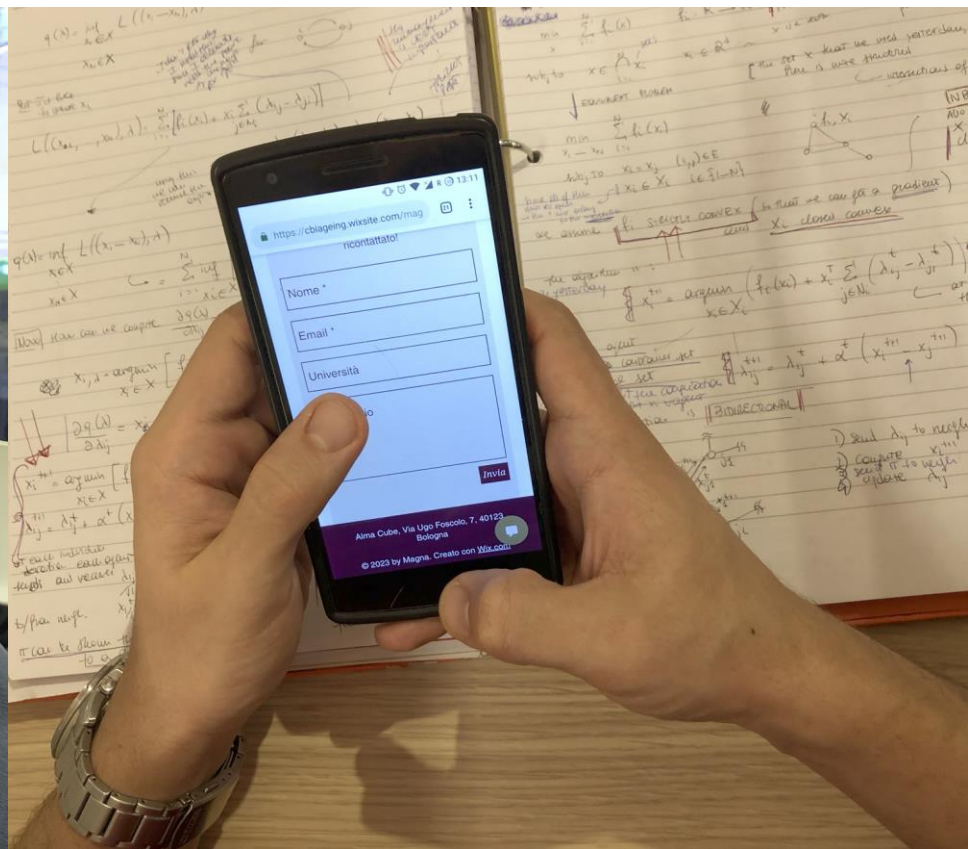
Homemade meal

“Lunch and Student Delivery”

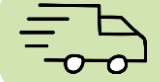


Delivered meal

Apply for *Cooking is Caring*



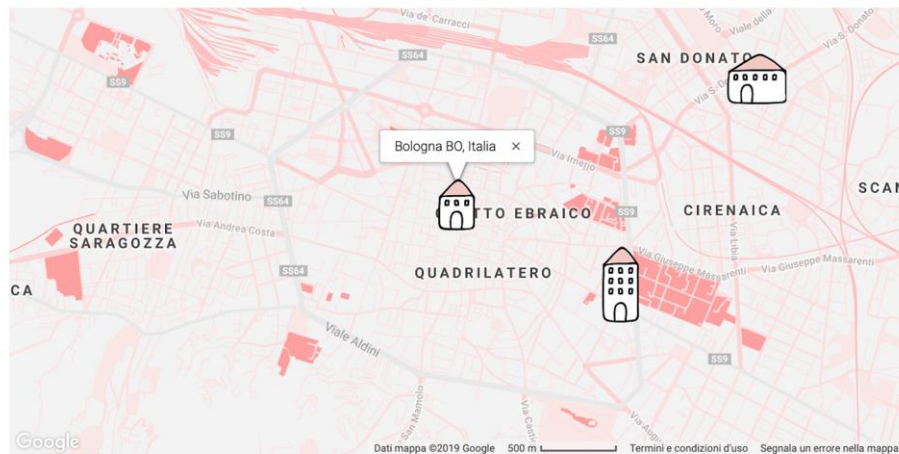
Apply for *Lunch and Student Delivery?*



Booking process

CHOOSE YOUR HOST

CLICK ON THE HOUSE, CHECK THE ELDERLY PROFILE AND CHOOSE THE ONE YOU LIKE BETTER



NORA BONELLI



DETAILS

ADDRESS: VIA DELLA TORRETTA,
BOLOGNA

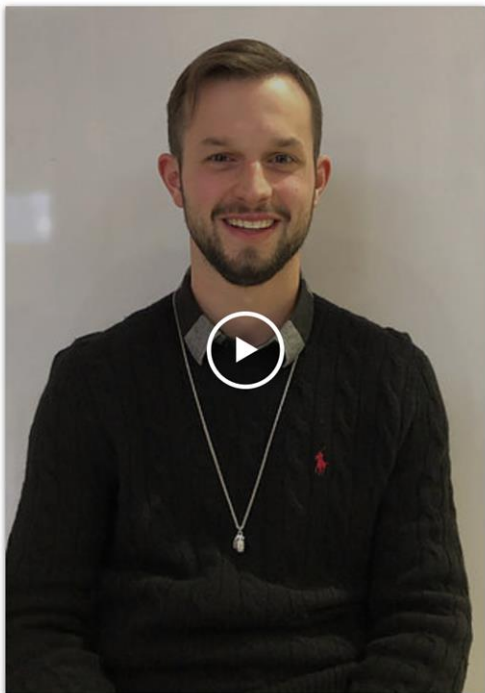
TEL: 051-123456

LUNCH AT: 12.45

DISTANCE

Confirmation process

LORENZO COTTARELLI



DETAILS

UNIVERSITY: BOLOGNA

BADGE: 0000123456

MAIL: L.C@STUDIO.UNIBO.IT

DIETARY RESTRICTION

NONE

GO BACK

CHOOSE!

How to break the ice before the first lunch?



“

”

“I need just 10 sec to decide if a person is trustable by hearing his/her **voice**”.

“I was afraid of going there the first time, but I **felt reassured by his voice**”

Mario, 78

Cecilia, 23

How to have a good experience?



- Frequently Asked Questions
- Magna rules

Rewards



How to monitor without monitoring?

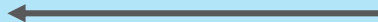
A tablet screen showing a survey form. At the top, there is a logo with a house and a heart, and the text 'MAGNA AGGIUNGI UN POSTO A TAVOLA'. The main title is 'How was Nora?'. Below it, there are several questions, each followed by a text input box:

- 'How was Nora's home? *' followed by a text box.
- 'Was it tidy? Was it clean?' followed by a text box.
- 'Did Nora look in a good shape? *' followed by a text box.
- 'Was she well dressed and groomed?' followed by a text box.
- 'Was Nora able to eat and move easily?' followed by a text box.
- 'Was she able to use cutlery? Was she able to move around the house?' followed by a text box.
- 'Was Nora able to follow the conversation?' followed by a text box.
- 'Did she look confused? Did she know the place and time?' followed by a text box.

- Condition of the house
- Self-care
- Difficulty in using cutlery or moving around
- Confusion



Elders



Students



MAGNA



Family



Cooperatives





Elder



MAGNA

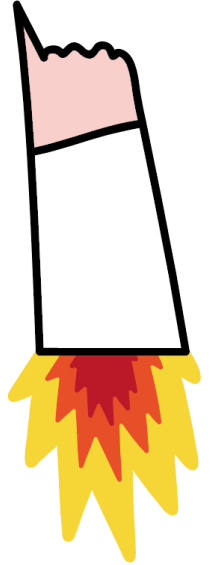


Student



Future development:

- **Pilot test** with users provided by Dozza and CADIAI
- **Pilot platform**
- Ensure the **safety** of the service
- Collaboration with the **Municipality of Bologna**
- **Youth in action** call for Sustainable Development Goals





”

“I was planning to go to a retirement house. Your service can help me to **stay here**”

Giuseppe, 93

”

Thank you

ideasquare

