Vivere Sul Posto

Living in Place
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“Living in Place”

Ageing well at home enjoying a quality of life and full participation

Image 1 EK iPhone (2023)
Images 2, 3 Unsplash.com
Age Structure of Prato

Projected change of age structure

- Age 0-14 (%): 5.4
- Age 15-64 (%): 50.6
- Aged 65 and more (%): 44

Source: https://Public.flourish.studio/visualisation/15471333
Ageing Population > Challenges for Prato

Living longer with good health and quality of life

Increased demand for specialized services and residential facilities

Increased loneliness

Demand for Digital Immersion
Public Transportation (Bus System)

Legend
- Comune di Prato
- Bus Stop
- Residential Roads

Data source: OpenStreetMap
Healthcare Facilities and Recreational Spaces

Legend
- Comune di Prato
- Healthcare Facilities
- Recreational/Public Spaces

Data source: Municipality of Prato, OpenStreetMap
Master Plan
Living in Place @Prato 2023

Strategy 1 - Home Space
- Effective Intervention (Physical Interior Space)
- Environmental Quality (Wearable Technology)

Strategy 2 - Digital Space @your home
- Ciao Prato
- Easy Services via Mobile Phone
- Augments existing services

Memories and Connection @your home
- Using VR and AR Technology
- Provide connections to your home
- Enables empowerment

Strong Sense Of Place
- Excellent Infrastructure @Prato
- Accessibility to Public Service
- Human Rights of Older Persons
**Home Space > Modifications**

**UNIVERSAL DESIGN**

1. Equitable
2. Flexible
3. Simple and Intuitive
4. Perceptible
5. Tolerance for Error
6. Low Physical Effort
7. Size and Space for Use

“...reside at home for as long as possible” (United Nations, 1991)

Bio-Signals > Thermal Environment

“...live in environments that are safe and adaptable to personal preferences” (United Nations, 1991)

Digital Space > Ciao Prato!
Health Service
Care Giving
Banking Service
Municipal Service
...
Ciao Prato! > Digital Service

Systems of Engagement
- Voice
- Email
- SMS
- Social
- Chat
- Video
- Portal

Systems of Intelligence
- Workforce Optimization
- Analytics
- RPA
- Machine Learning
- Artificial Intelligence

Citizen Journey

Personalization

Next Best Action

Citizen Service

Citizen 360

Systems of Record
- CRM
- Employee Data
- MDM
- Knowledge Base
- Document Mgmt.
- Service Mgmt.

Systems of Resolution
- SLAs
- Security
- DCM & BPM
- Business Rules
- Collaboration
Ciao Prato! > Service support
Ciao Prato! > VR, AR Experience

- Reduce loneliness
- Visit far places
- Improve healthcare

“Older persons should have access to the educational, cultural, spiritual and recreational resources of society”
(United Nations, 1991)
"I wish I could see my daughter but she lives in another country."

"I wish I could visit my old house but it has been replaced by a shopping centre."

"This is a story of my childhood."
AR for Healthcare

Way Forward
Living in Place @Prato 2023

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**Living in Place @Prato 2023**
- Easy Services via Mobile Phone
- Augments existing services
Group One: Thank you
References


Seniors Travels Using VR. https://youtu.be/a3kwztYUueQ?si=22ryyXEZ_YLwbiW