

# Press Release



## Project 'FairCare' will be presented at AAL-forum

### **Platform for the organization and coordination of care- and support services**

*An aging society is triggering an increased demand of care services. In order to manage the concomitant coordination efforts, the international research project 'FairCare' has been launched. The project is pursued by the University of Innsbruck as well as nine partners from EU countries and Switzerland. The goal of the project is to develop a franchise concept and an internet platform, which provides information but also enables the organization of care- and other support services for older adults.*

Innsbruck, 27.09.2016

The demographic development shows that the rate of older adults is increasing and the rate of younger people is decreasing. Furthermore the life expectation is increasing. Due to that development it will be more and more important to meet the future needs of the older adults. The project 'FairCare' tries that by improving the organization and communication between older adults, their relatives, professional carers, everyday service providers and volunteers through a web-based platform.

The 'FairCare platform' makes it possible for older adults, their relatives or their support staff to make requests for certain matters. To this requests then appropriate suppliers will be listed. The suppliers, e.g. care facilities, are able to offer their vacant care places, service providers and volunteers can offer their services. Afterwards these suppliers can send out individual offers to the demander due to the analysis of the requirements.

Together with partners from Austria, Italy, Switzerland, Hungary, Netherlands and Spain the University of Innsbruck works on the project 'FairCare'. For using the idea and the platform as effective as possible, simultaneously a Social Franchise concept will be developed.

The international research project is presented now the first time at the AAL-Forum in St. Gallen.

### **Preservation of life quality**

Due to that platform older adults and their relatives have a better entry possibility to care- and other support services. 'Aging in familiar environment!' - After this desire most people aspire. To preserve the life quality in elderly people homes, in a professional care facility or an alternative living form, therefore support is necessary. The support can be handled by family members but also by different organisations like mobile care services, volunteers or other service providers.

The University of Innsbruck is participated as the consortium leader with the following partners in the project:

ZHAW University of Applied Sciences (CH), HTW Chur (CH), EURAC research (IT), ASP Servizi (IT), PBN Pannon Business Network (HU), Austrian Red Cross (AT), Connectedcare (NL) and SIS Consulting (AT).

The University of Innsbruck was founded in 1669 and is the biggest and most important research and education institution in western Austria, today comprised of almost 28,000 students and more than 4,000 staff and faculty members. Located in the heart of the Alps, the University of Innsbruck offers the best conditions for successful research and teaching, and international rankings confirm the University's leading role in basic research.

Department of Strategic Management, Marketing and Tourism:

The Department of Strategic Management, Marketing and Tourism (SMT) is concerned with research and teaching about a broad range of management topics. Within the five teams they are dedicated to international research and teaching excellence.

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