

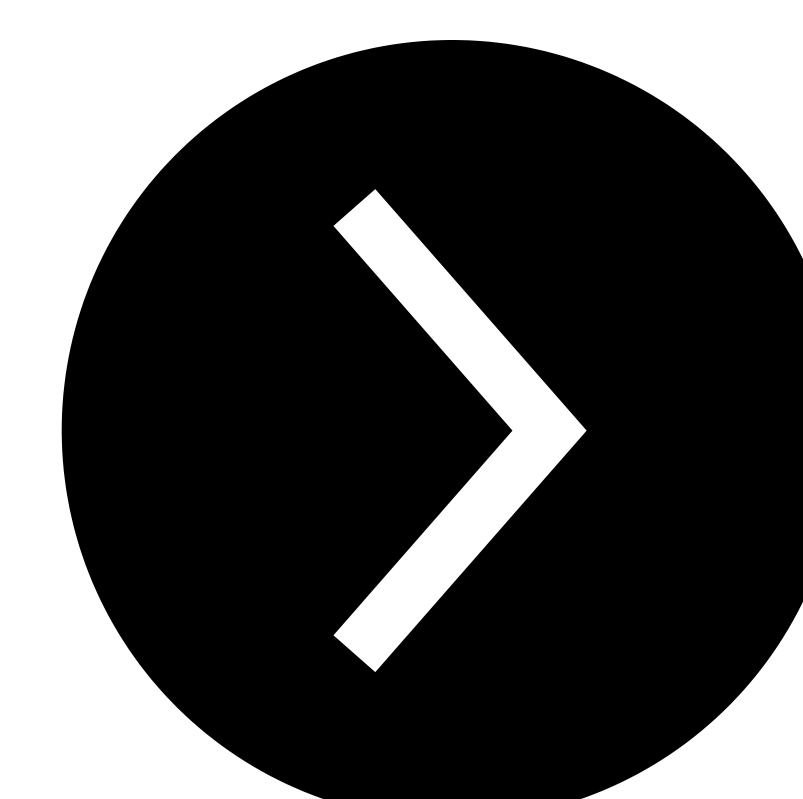
# Social Innovation Spotlight



## Episode 17

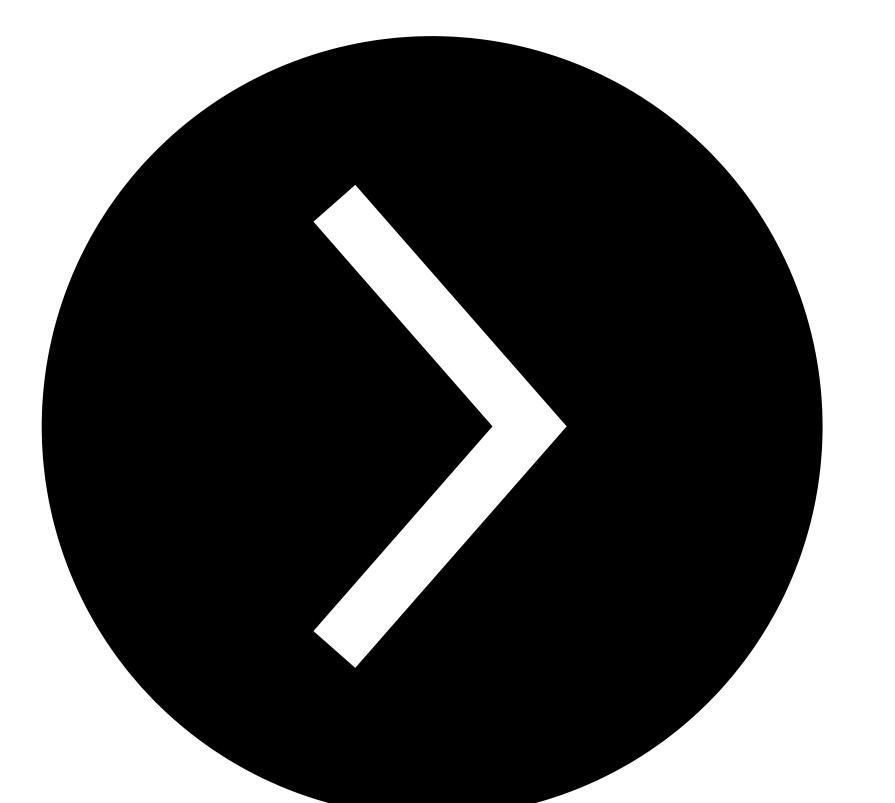
# From ideas to real-life care solutions

Two living labs in Croatia create real-life spaces where new technologies and social solutions are tested and improved with the community.



# The challenge

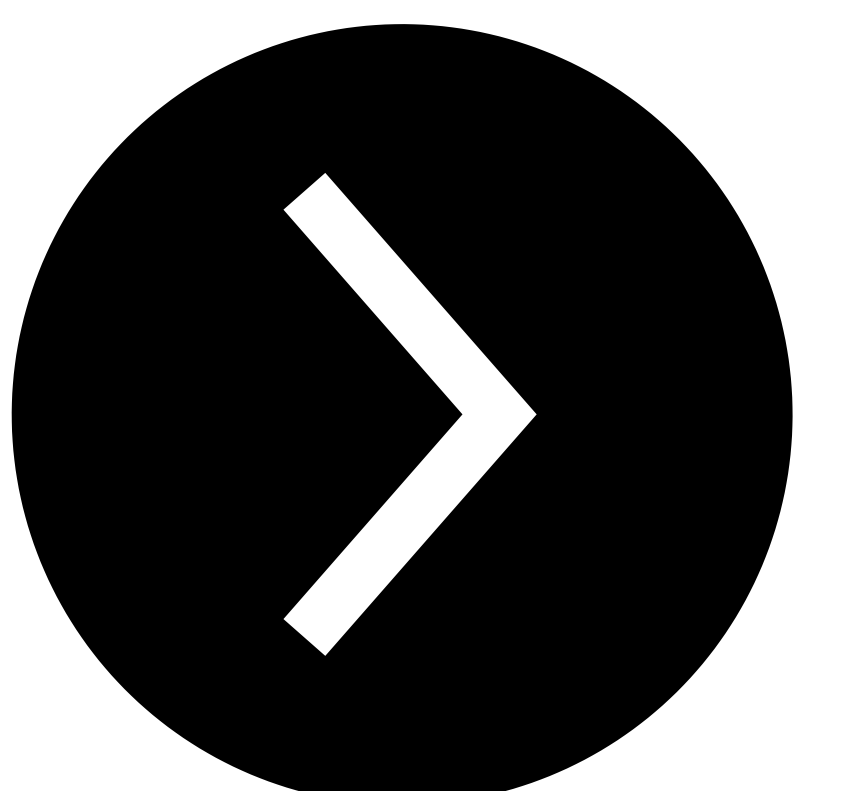
- More than 22% of the population is aged 65 and older, and this share is expected to exceed 30% by 2050.
- 17% of the population are persons with disabilities who need ongoing support.
- Social service providers are under pressure, as they must respond to increasing needs with limited resources.
- Tech startups and innovators in the social services sector often struggle to find sustainable business models.



# The idea

The project has established and continues to support two living labs that test and develop innovative technological and social solutions for social service providers, elderly and disabled people, and their communities.

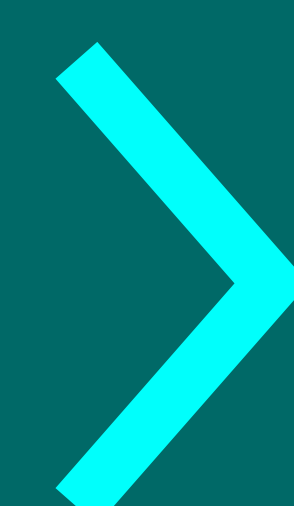
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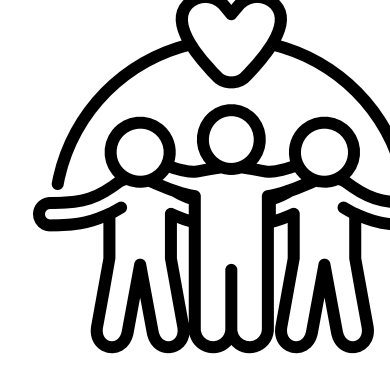
# What's innovative here?

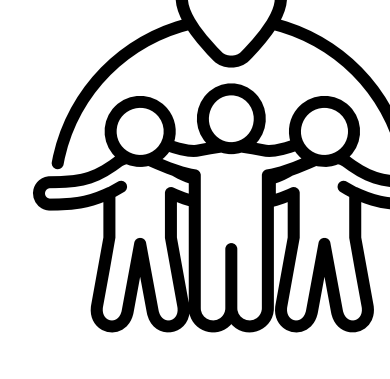
- **Real-life testing:** solutions are tested in everyday environments, not just in theory.
- **Co-creation:** elderly people, persons with disabilities, and caregivers are directly involved in shaping solutions.
- **Integrated approach:** solutions are designed around real needs, making them more practical and relevant.
- **Flexible model:** the living labs support both technological and social innovations.

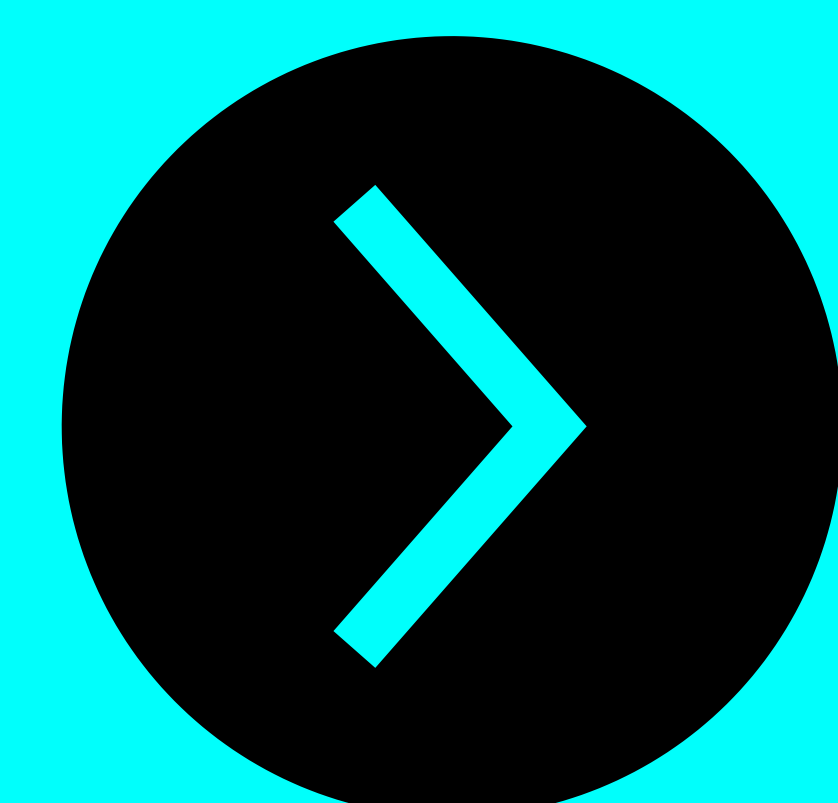


# Impact so far


Around 15 innovative solutions currently being tested. 


Better understanding of the real needs of elderly people and persons with disabilities. 


Stronger collaboration between care providers, users, and innovators. 



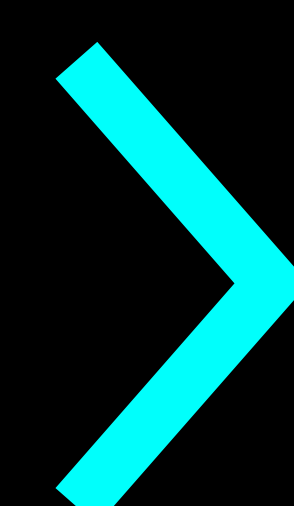
# Impact so far

A tested model for developing and validating solutions   
in social care.

Support for innovators to improve and adapt their   
ideas.

A replicable approach that can be used in other   
regions and communities.

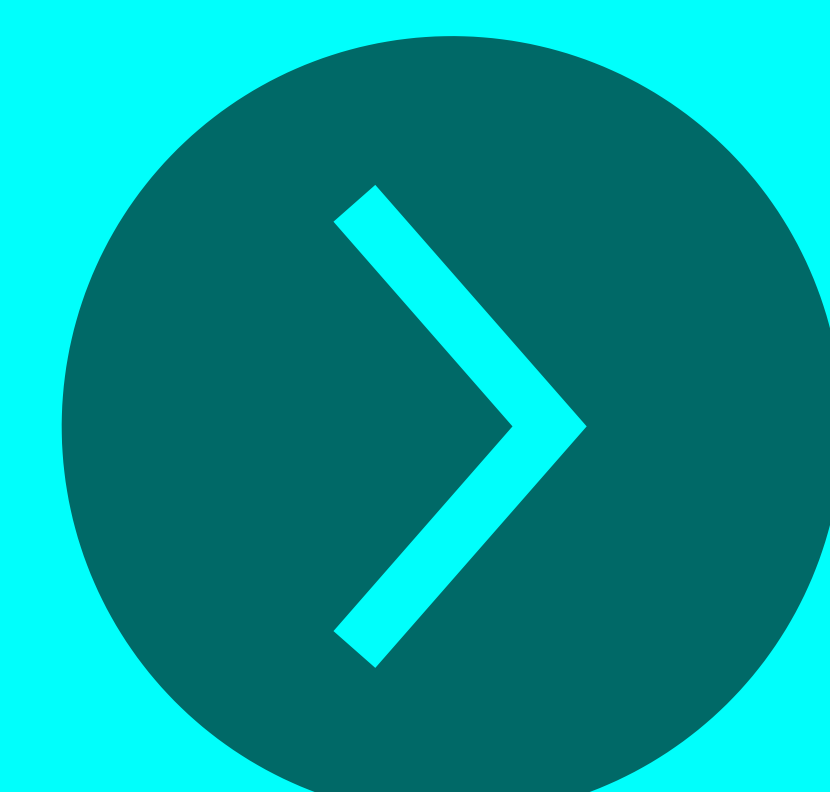
**Economic  
&  
systemic**





# What you can replicate

- Create small testing spaces where ideas can be tried in real conditions.
- Involve users directly in designing services or solutions.
- Connect local organisations, care providers, and innovators to create solutions for real community needs.
- Support initiatives that improve care for elderly people and persons with disabilities.



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**If this case sparked an idea,  
don't let it stay on this slide.**

**Adapt it, remix it, and bring social  
innovation to life where you are.**

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