

FORTH Project Details

Sector: Healthcare & Community Arts

User: GGD West-Brabant & Nieuwe Veste: Co-Creation

Country: The Netherlands

Year: 2013

Online Offline

Facilitator(s): Eveline van Eck

NIEUWE
VESTE



Innovation Assignment:

This was a co-creation between GGD West-Brabant (Health Promotion/Prevention) and Nieuwe Veste (Center for the arts / Library). The innovation assignment was aimed at social vitality; to reduce the loneliness of the elderly. The core team and extended team were a mix of professionals and management of both organizations.

Highlights of the process:

The expedition started with eight-core team members, and eight extended team members from the management and the board of both organizations. We explored eight Innovation opportunities and discovered many needs and frictions among the target groups Senior Citizens. We ideated 800 ideas, and out of twelve concepts we made four new business cases.

Main results:

The innovation process resulted in four mini new business cases, two of which are further developed: "Passionate with Retirement" and "Time of your life". In "Passionate with Retirement" people go in search of a meaningful interpretation of the retirement phase. "Time of Your Life" aims to improve the quality of life of the elderly through creativity and connection, with art playing an important role in this. The GGD, cultural institutions, artists and healthcare institutions work together in the project. It is rolled out in the neighbourhoods and nursing homes throughout the region and a winner of a culture prize. The method has been scientifically substantiated and scaled up to municipalities and long-term care facilities. At this moment it is transformed into a corona-proof way of working. Please check out this website: <https://tijdvanjeleven.com> (in Dutch).

