

## Unleashing the Potential of Open Data for Age-Friendly Cities

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### MobileAge serves key recommendations for policy-makers

**Brussels, 10 October 2018 - Local governments are more and more using open data to provide public services to their citizens. However, they lack tools on how to involve citizens, especially older citizens, in the design, planning, implementation and evaluation of these initiatives. The EU-funded MobileAge project, together with older persons, local government and social care service providers, has developed and tested a co-creation methodology and tools in four pilot sites across Europe (Bremen - DE, South Lakeland - UK, Zaragoza - ES and Region Central Macedonia - EL) to improve social inclusion, access to healthcare, and mobility for seniors.**

During the project's final conference on 10 October, the MobileAge lessons learned and tools were presented. Focusing on co-creating with citizens, MobileAge showed how to make our neighborhoods better places to be active, carry a meaningful social life, and age healthily. Open data play a great role for this, linking up different services and providing citizens with personalized information.

To share MobileAge experience with other interested local authorities, the open source tools the project has developed were introduced to a wide audience of researchers, seniors and public authorities: an app development platform and an interactive guidebook to help plan, implement and evaluate co-creation activities with older persons. The final versions of these tools will be presented during the European Commission's [ICT2018 conference](#) which will take place on 5 December, in Vienna (Austria).

Key policy recommendations were then discussed with representatives of the European Commission, the Committee of the Regions, and local public authorities. *"Digital education should be given much greater priority and local governments have a role to play"*, underlined Kieran McCarthy, Member of the European Committee of the Regions and of the Cork City Council (Ireland). Actions can be undertaken by all stakeholders to support the co-creation of inclusive open digital services.

*"We need a Digital Airbus. Airbus was a political will, which turned out to be an economic success. Such ambition is now needed to build an inclusive Digital Europe"*, concluded Mikael Snaprud, one the MobileAge partners.

We thus call on the future Commission and Parliament, to be elected next spring, to take action on them in order to build smart cities that are inclusive and beneficial for all of us as we age.

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*Presentations displayed at the conference, alongside with the video testimonials and policy briefings will be available on the project website.*

**Further information:** [www.mobile-age.eu](http://www.mobile-age.eu)

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