

# Let's Move Together!

## Towards a Social, Mobile City

*Laura van Geel, Sietse Dols & Yuan Lu, Sub-department Business Process Design, Department of Industrial Design, Eindhoven University of Technology, the Netherlands*

### Abstract

This paper describes a case study that employs a step-wise approach based on design driven innovation. Different stakeholders with different knowledge, experiences and skills worked collaboratively in creating open innovation of mobility product service systems for elderly in the city of Eindhoven, the Netherlands. Four parties including (1) elderly, (2) public transportation company Connexion / Hermes, (3) the municipality of Eindhoven and (4) the Department of Industrial Design at Eindhoven University of Technology have worked closely to create such Product Service System. The approach consisted out of four different steps which started with the initiation of a design proposal, followed by a confrontation workshop, after which the concept was co-developed with the stakeholders, which finally resulted in a field pilot. In this paper we discuss the case of IRIS. This concept aims to make public transportation more accessible for elderly. IRIS calls for volunteering actions of a community of people to help elderly to travel by bus, without having to defer from their own trip.

### Keywords

Social Design, Elderly, Product Service System (PSS), Mobility, Network Collaboration

### Introduction

The aging society is one of the main challenges that we are facing right now. The number of people above the age of 65 will grow from 16% to 26% of the total population between 2012 and 2060 in the Netherlands (Giesbers, 2013). Specifically in Eindhoven this demographic is expected to grow from 16% in 2013 to 19% in 2025 (Huisman, 2013).

One of the projects that works in this field is the Grey but Mobile project. The Grey but Mobile [GbM] project is about "Enhanced Care Service through Improved Mobility for Elderly People by improving care-related mobility services for the elderly

independent living and social connectivity are supported. Especially the quantitative and qualitative effects of these proposed services have to contribute to the improved health of the elderly as well as to the economic efficiency of care." (CRISP, 2011) This project was funded by the Creative Industry Scientific Programme [CRISP]. CRISP is supported by the Dutch Ministry of Education, Culture and Science. The Grey but Mobile consortium exists of Eindhoven University of Technology [TU/e] together with Design Academy Eindhoven [DAE], University Twente and Roessingh Research and Development [RRD]. Besides these