Team Ageing

Improving the life of elderly in their home
“Come, I need help. I am 86 years old and I am alone at home.”

San Lazzaro di Savena, 23 October 2018
Who among us can say that their parents are not feeling lonely?
In Italy, 1.13 million people over 75 don’t meet any friend in the whole year.

ISTAT Multiscopo Survey, 2016
My friends are all dead, I don’t want to go out to meet new people. Here people are not that funny.”

Giovanna, 82
Problem
“Let me put on lipstick before taking the photo with you.”

Marisa, 78
“Every time you come here to meet Gabriella, she **cooks sweets** for you.”

*Cristina, Società Dolce*
“When I’m alone, I just eat a piece of bread. I don’t want to cook just for me.”

Wilma, 86
Food is crucial

- Health
- Social Connection
- Purpose
- Home
MAGNA
AGGIUNGI UN POSTO A TAVOLA
What “Magna” is

- **What**: Meal sharing service
- **When**: Lunch
- **Where**: Elderly home close to the University
- **Who**:  
  - Older people  
  - University students  
  - Cooperatives
Why lunch?
Why University students?

- >80,000 students over <390,000 city residents
- Spread all over the city
- Homesickness
- Easy identity check
“I really miss home when I hear my neighbours having family lunches.”

Viviana, 22
Why the house of elderly?

“I am scared of going outside because I fear I could fall again.”

Esterina, 78
“I love to prepare lunch for my family, otherwise I wouldn’t know what to do.”

Angela, 72

“You shouldn’t have come! I cannot offer you anything to eat.”

Wilma, 86
Older people

“I love to prepare lunch for my family, otherwise I wouldn’t know what to do”

Angela, 72

“You shouldn’t have come! I cannot offer you anything to eat.”

Wilma, 86
Our service

“Cooking is Caring”
Homemade meal

“Lunch and Student Delivery”
Delivered meal
Apply for **Cooking is Caring**
Apply for *Lunch and Student Delivery*?
Booking process

Choose your host
Click on the house, check the elderly profile and choose the one you like better

Nora Bonelli

Details
Address: Via della Torretta, Bologna
Tel: 051-123456
Lunch at: 12:45
Confirmation process

LORENZO COTTARELLI

**Details**

UNIVERSITY: BOLOGNA

BADGE: 0000123456

MAIL: L.C@STUDIO.UNIBO.IT

**Dietary Restriction**

NONE

[CHOOSE!]

[GO BACK]
How to break the ice before the first lunch?

“I need just 10 sec to decide if a person is trustable by hearing his/her voice”.

Mario, 78

“I was afraid of going there the first time, but I felt reassured by his voice”

Cecilia, 23
How to have a good experience?

- Frequently Asked Questions
- Magna rules
Rewards
How to monitor without monitoring?

- Condition of the house
- Self-care
- Difficulty in using cutlery or moving around
- Confusion
Future development:

- **Pilot test** with users provided by Dozza and CADIAI
- **Pilot platform**
- Ensure the **safety** of the service
- Collaboration with the **Municipality of Bologna**
- **Youth in action** call for Sustainable Development Goals
"I was planning to go to a retirement house. Your service can help me to stay here"

Giuseppe, 93
Thank you