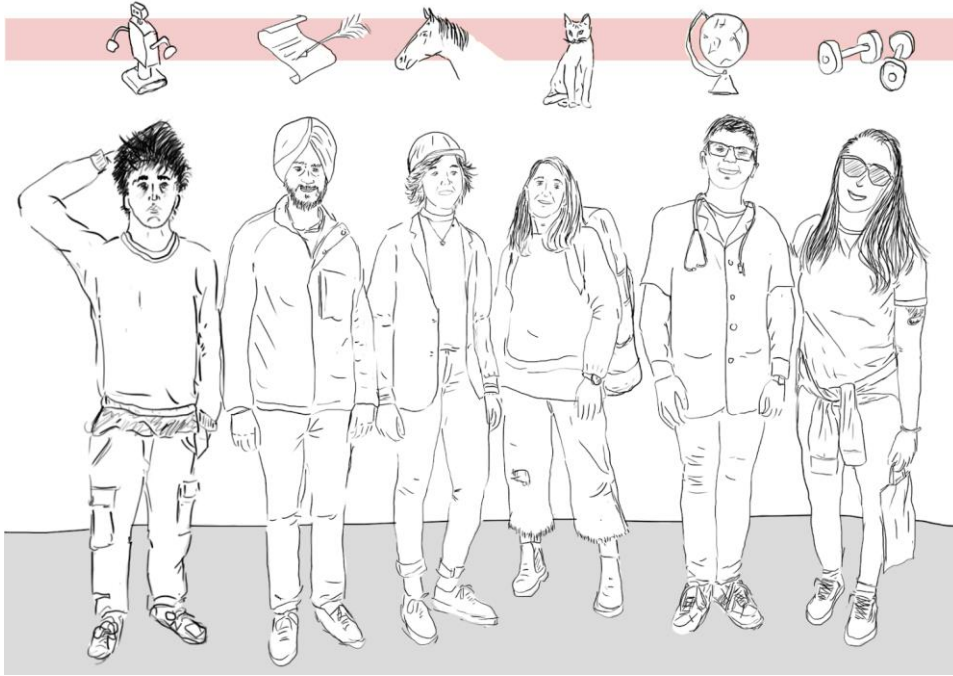


Team Ageing



3 GOOD HEALTH
AND WELL-BEING



Improving the life of
elderly in their home



Idea^s






”
“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

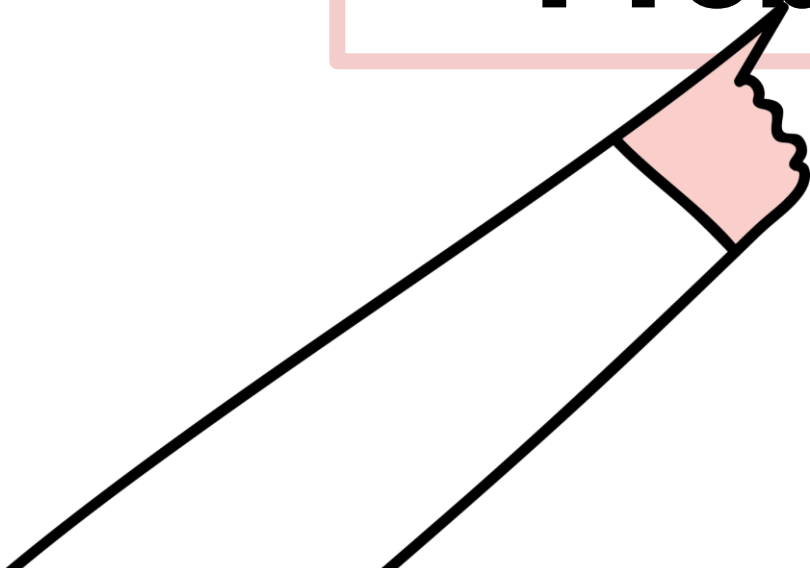


”

“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.”

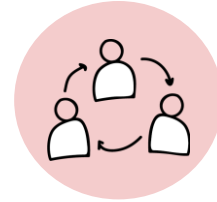
Wilma, 86

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

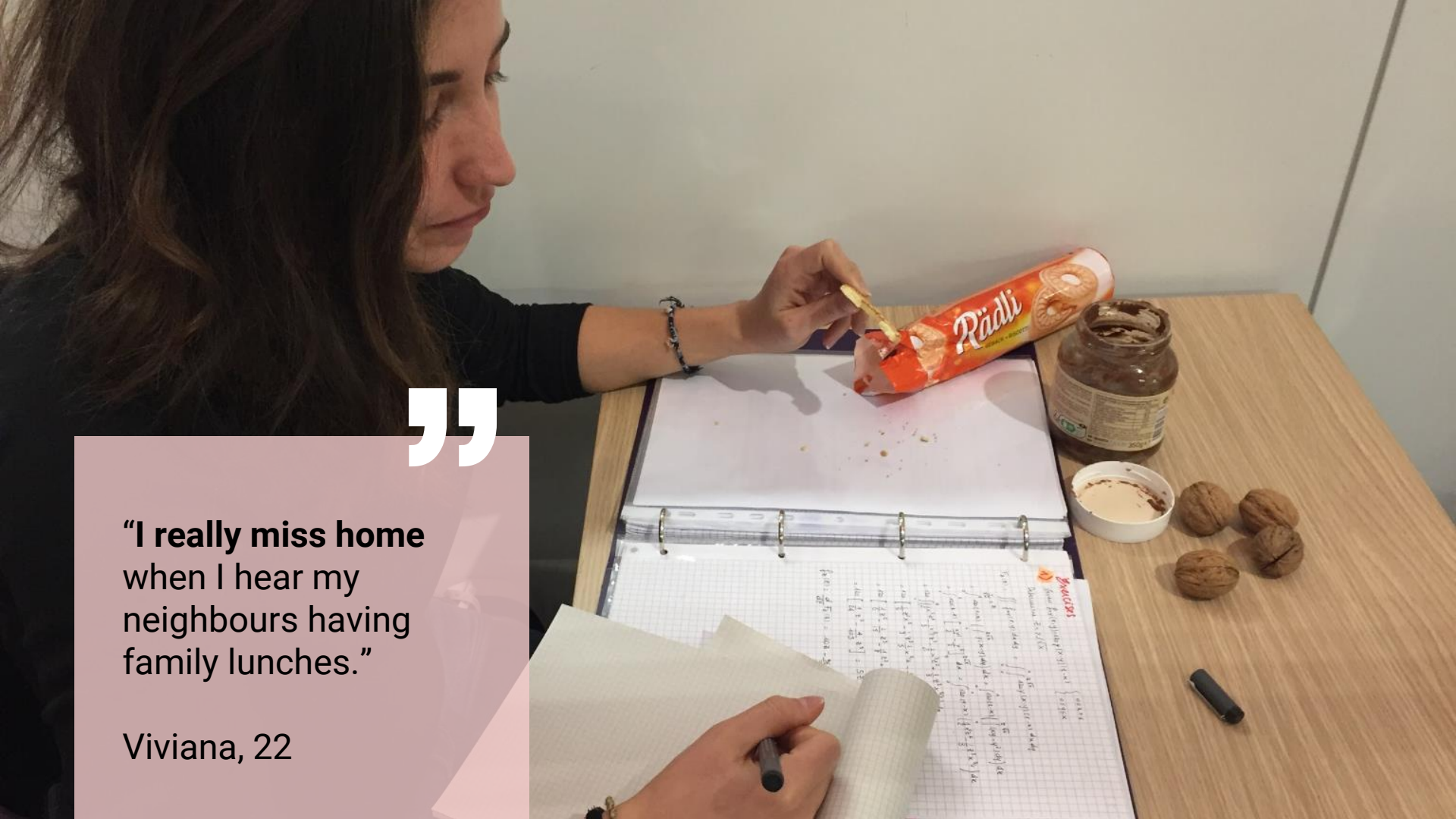


Why lunch?



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

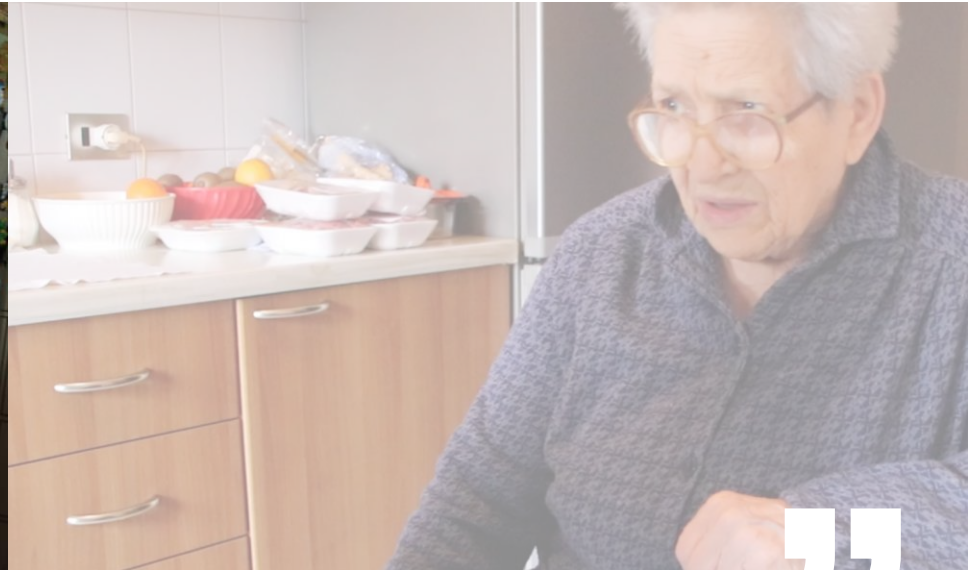


Older people



**“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

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”



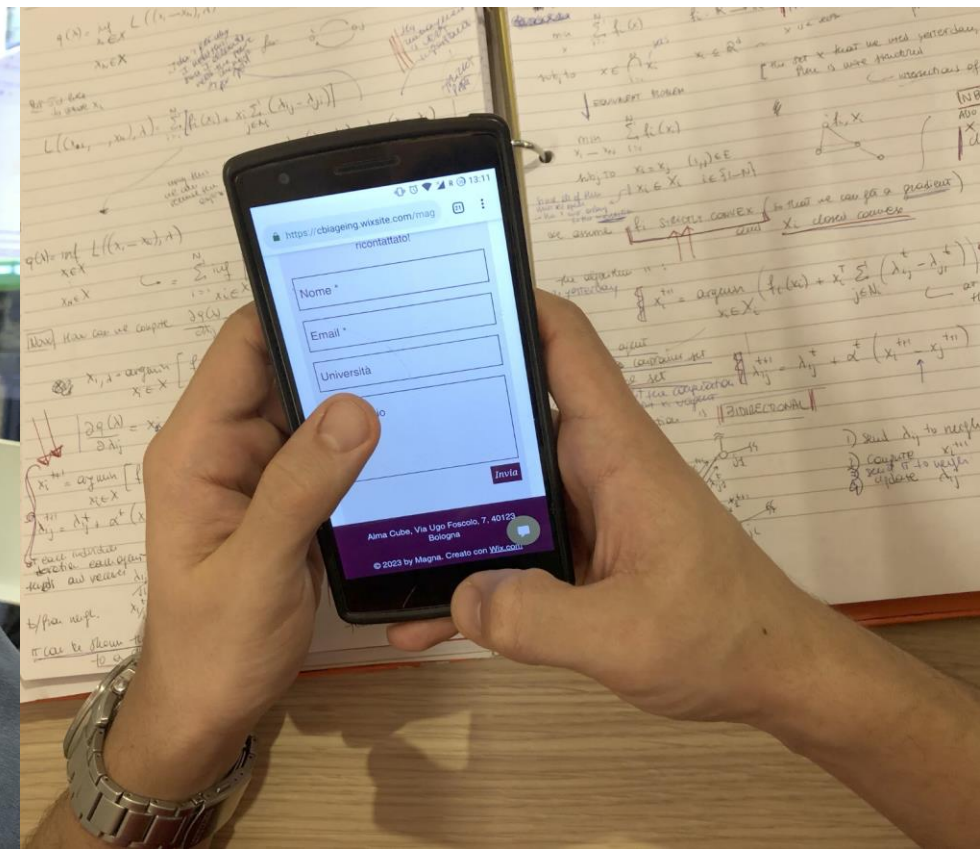
Homemade meal

“Lunch and Student Delivery”

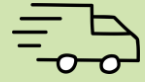


Delivered meal

Apply for *Cooking is Caring*



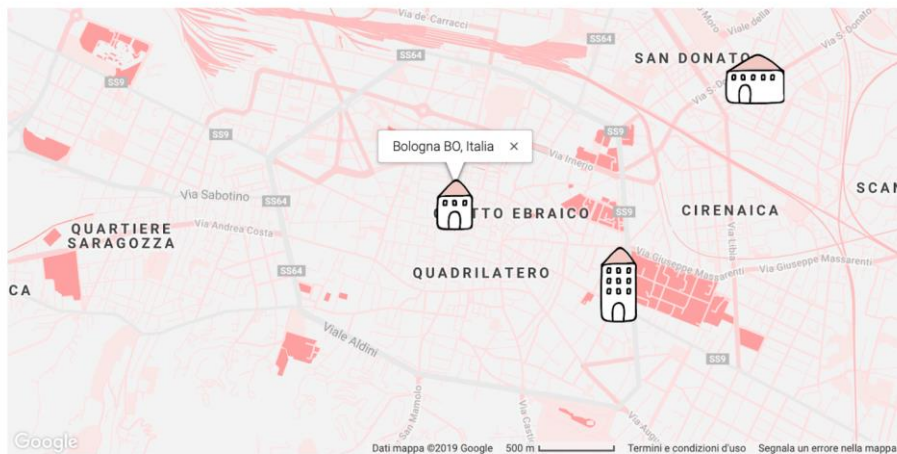
Apply for *Lunch and Student Delivery*?



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

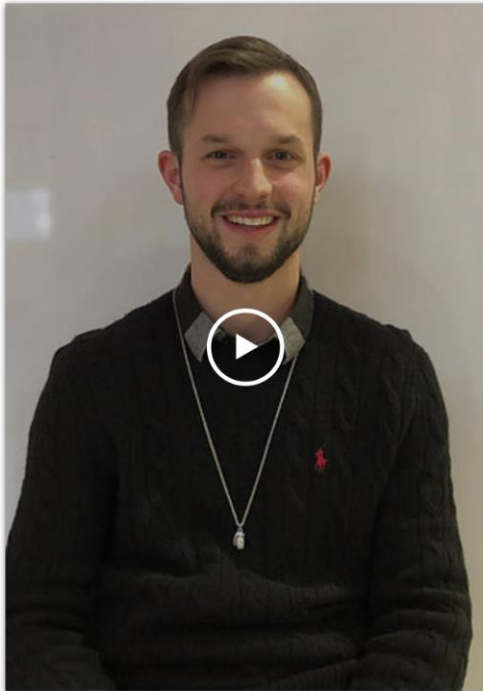
TEL: 051-123456

LUNCH AT: 12.45

DISTANCE

Confirmation process

LORENZO COTTARELLI



DETAILS

UNIVERSITY: BOLOGNA

BADGE: 0000123456

MAIL: L.C@STUDIO.UNIBO.IT

DIETARY RESTRICTION

NONE

GO BACK

CHOOSE!

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**”.

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

Mario, 78

Cecilia, 23

How to have a good experience?

- Frequently Asked Questions
- Magna rules

Rewards



How to monitor without monitoring?

A screenshot of a mobile application interface. At the top, there is a pink header with a logo of a house and a heart, with the text "MAGNA" and "REGHINI UN POSTO A TAVOLA" below it. The main content area is white and contains the following text and input fields:

How was Nora?

How was Nora's home? *

Was it tidy? Was it clean?

Did Nora look in a good shape? *

Was she well dressed and groomed?

Was Nora able to eat and move easily?

Was she able to use cutlery? Was she able to move around the house?

Was Nora able to follow the conversation?

Did she look confused? Did she know the place and time?

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



Elders



MAGNA



Students



Family



Cooperatives





Elder



MAGNA

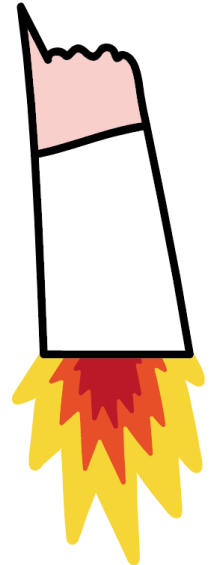


Student



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

ideasquare

