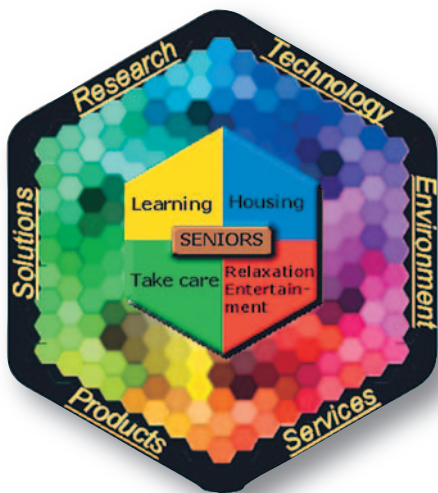




A Unique Finnish Concept for Senior Citizens



Seniorpolis



The Seniorpolis expertise centre, with managerial headquarters in the municipality of Ristijärvi, Finland, develops business operations that promote well-being and lifestyle opportunities for senior citizens. Seniorpolis, in co-operation with universities, research institutes and technical high schools promotes know-how, technology, product development and business concepts within different senior citizen services. Seniorpolis provides variety and choices in lifestyle for today's senior citizens. Seniorpolis co-ordinates and supports a large number of different projects.

Seniorpolis is

a network

that collects, promotes co-operation, combines and integrates activities and operations involving senior citizens.

a project cluster

that co-ordinates and develops project implementation and procedure.

a senior citizens' village

Ristijärvi has been selected as a pilot area where specialised private housing and lifestyle services for senior citizens will be developed on a business basis.

a prototype-workshop

that guides product development, innovations, applications and an application testing environment.

a brand

for marketing and launching the concept.

a franchising –concept

to develop and maintain business activities and product/service packages.

a centre of expertise

One amongst several research, development, education and business centres in the region of Kainuu (Others include Measurepolis, Woodpolis and Snowpolis)

a corporate and holding company

Seniorpolis Oy (Ltd), manages the Seniorpolis concept, develops Seniorpolis business logic, participates in risk financing, marketing and business development and owns the Seniorpolis licensing and proprietary rights



Integrating the mainstream into senior citizens' lifestyles

Seniorpolis combines four main areas to develop a uniform and extensive service selection to satisfy the needs and requirements of senior citizens.

Housing *Core area*

Seniorpolis is active in schemes, which carry out detailed research and examine at grass roots level good housing conditions, housing technology and functional and structural solutions in apartments for senior citizens. Seniorpolis has also participated in building development and renovation schemes that provide suitable accommodation for senior citizens.

Learning *Core area*

Seniorpolis cultivates lifelong learning principles. A senior citizens' art and culture academy and activity centre will be established in Ristijärvi. Seniorpolis participates in projects that aim to improve different interactive distant learning systems for senior citizens.

Care *Support area*

Seniorpolis takes into account the different levels of operational ability and care requirements of its senior citizen client base. Seniorpolis has interests in the self-help sector and preventive care. It also develops good practice for the care service sector, creates different digital service solutions and aims to improve acting relative procedures. Seniorpolis pays particular attention to the security and well being of senior citizens. For example, neighbourhood traffic routes and weekday services like transportation and meals will be tailor-made to meet the requirements of senior citizens.



*Water exercise trainer course
in the Senior House Pool.*



Relaxation *Development area*

Senior citizens' opportunities for comfort and relaxation will also be improved by developing a variety of exercise, cultural, entertainment, multimedia and tourism services and events. For instance, the annual Ristijärvi hymn festival attracts senior citizens.

Research, product development and technology hub

Seniorpolis' operations advance by means of experimentation and good practice. Seniorpolis promotes R & D activities of various kinds and maintains contact with universities, research and technological institutes in different parts of the country.

Seniorpolis also conducts research concerning gerontechnology, future senior citizen housing studies, living space solutions, furniture and equipment for senior citizens.

There are plans to develop senior citizen tourism and traffic safety plans for the senior citizens' village have been made. Prototypes for senior citizen internet recreation services and a videophone well-being service concept are also in the process of being tested.

The objective of the CONSORTIUM FOR PRODUCT DEVELOPMENT will be to develop high quality user products for senior citizens by establishing a large scale network alliance of municipalities, companies, communities, universities, experts, expertise and research centres, incubators, financiers and other support organizations. The Consortium will create an environment for the testing of senior citizen products under different conditions. It will also establish a marketing and export organisation to commercialise different senior citizen products.

Exercise, rehabilitation and therapy services will be tested and developed in a wide ranging PREVENTIVE PROCEDURES pilot -project. This project will combine a positive preventive care attitude with different activities promoting health maintenance and vitality. It is possible that a comparison between targets, procedures and outcomes will be made between the Ristijärvi pilot project and a similar pilot scheme abroad. The aim will be to integrate preventive procedures to be part of the Seniorpolis product and service concept.

Consumer oriented business

Seniorpolis is aiming to attract the active, solvent and spry over 55's. Seniorpolis will develop new models to promote businesses targeting senior citizens. This will require high profile operations and cooperation in several directions.

A quality certificate and trade marks for different senior citizen products and services, solutions and concepts, based on seniorpolis' operations, will be created. As a result, a remarkable, integrated product and service package will be established. Seniorpolis will prioritise export know-how and solutions





*Care
Communication
Device made
by Soneco.*



Camera
(optional)

Speaker

*Home
Assistance.*

while business partners will concentrate on developing and selling products and services.

Milestones

1999- 2001

▼ Framework for care and service products and ideas for the Seniorpolis -concept

2002- 2003

▼ Research and feasibility studies (Senior Citizen's village, Senior Citizen's Academy of Art and Culture, senior citizens' lifestyle and housing of the future)

2004

▼ Senior Citizens' village construction projects begin and formulation of the Seniorpolis project as a whole.

2005

- ▼ Start-up of basic services in the Senior Citizens' village.
- ▼ Specification of the Seniorpolis project as a whole, start-up and implementation of strategic projects.
- ▼ Creation of the Seniorpolis brand and brand marketing in the Kainuu region
- ▼ Tightening of the Senior Citizens' network through projects.
- ▼ Co-operation partners for Seniorpolis Ltd.

2006

- ▼ Establish activities in the Senior Citizens' village and broaden service selection.
- ▼ Develop an operational concept for the Seniorpolis service portfolio.
- ▼ Broaden project portfolio.
- ▼ Market brand and broaden recognition in Finland.
- ▼ Focus activities of Seniorpolis Ltd

2007-

- ▼ Specify business concept.
- ▼ Create franchising model.
- ▼ Organise Seniorpolis Expertise Centre and activate Seniorpolis Ltd.
- ▼ Start to sell and market franchising concept in Finland and abroad.



Wheel-chair lift made by JTM-Lift Ky



Network

Public sector

EU (The Structural fund, Objective 1, Community Initiatives, Interreg, Leader+, Equal), State, Ministries, Civil Service Departments, Public Institutes and Companies, The Kainuu Region Joint Municipal Board, regional development authorities (Employment and Economic Development Centre), Universities and Polytechnics (Kainuu, Oulu, Kuopio, Jyväskylä, Lappi, Helsinki), Research and Expertise Centres and organisations, National Technology Agency of Finland (Tekes), the Finnish National Fund for Research and Development (Sitra), Combined District Hospital of Kainuu (Kass)

The third sector

Business organisations, pensioners' and senior citizens' organisations, care/nursing organisations and organisations for the disabled

The private sector

home-help/care companies, construction companies, aid and support appliance companies, travel agencies, transport firms, digital media- and IT companies.



The ideal village for senior citizens

Ristijärvi see senior citizens as an important future resource. Ristijärvi is at the forefront of lifestyles for senior citizens in Finland. Following a thorough feasibility study – Ideal village for Senior Citizens (2003) Ristijärvi became the driving force of the senior citizens' lifestyles idea. The Senior Citizens' Village is a pilot and testing area for combining the expectations of senior citizens to create a single, functional yet comfortable entity. It is also expected that such senior citizen based activities will bring more inhabitants, business and tourists to Ristijärvi .

The Senior Citizens' village is a living environment for active citizens, where basic health, day to day and care services are available. The Senior Citizens' village also offers a variety of exclusive activities and services. Within the village you can also utilise the unspoiled natural environment, go in for sports and outdoor activities, hike, pick berries, fish and hunt.

The Senior Citizens' village as a small enterprise cluster produces care, real estate, transport, shopping, nutrition, entertainment, recreation and travel services.

NURSING HOME

- ▼ 20 comfortable apartments in a modern nursing home with modern alarm and surveillance equipment. Spacious living room, kitchen facilities. Offers round-the-clock excellent nursing and care with required facilities, versatile rehabilitation and therapy services. Also meeting, training and club facilities.



SENIOR CITIZEN HOUSING

▼ First two senior citizens' terraced houses will be completed during 2005, in total ten houses, 56-85 m², modified and equipped according to needs and specifications of senior citizens. Renovation of housing for senior citizens will also start.

SENIOR CITIZEN FITNESS CENTRE

▼ Located next to nursing home, a multipurpose built fitness centre for senior citizens. The main hall can be used for gymnastics, ball games, fitness training or as a ballroom, cultural centre, theatre and multimedia studio. The gym and pool is equipped specifically for the use of senior citizens.

MOBILE COMMUNITY STUDIO

▼ A diverse, high quality community studio for the requirements of senior citizens will be established. The Community Studio is designed for film, TV and musical activities and also for teaching, training and recreational use. The studio provides senior citizens with opportunities to produce and save songs and music, poems and stories etc for digital and multimedia distribution. It will be part of the Seniorpolis media system and multi-channel service centre.

SENIOR CITIZENS' ACADEMY OF ART AND CULTURE DISTANCE -LEARNING CENTRE

▼ The aim is to develop an ethically and economically sustainable exclusive operational model based on activities for senior citizens. The senior citizens' academy will be equipped with high level teaching equipment, based on multi channel technology. Teaching will be carried out via the internet in the form of e-learning led by the Universities and Art Consortium.

Look at www.ristijarvi.fi



Contact information

Seniorpolis

Aholantie 25, 2 krs
88400 Ristijärvi

tel. +358 44-7159 346
fax (08)-681 242

internet

www.seniorpolis.com