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## Bremen: Co-creating digital information for social inclusion

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# The problem focus



- Older adults often don't have access to resources relevant for the social inclusion in their neighbourhood
- There is a lack of comprehensive, available and accessible information on services relevant to the particular target group

# The aim/value proposition

- To provide relevant, up-to-date and comprehensive neighbourhood information that supports (outdoor) activities and community building and is available and accessible to a broad range of older adults
- To support local service providers in their service provision



# Co-creating a Digital District Guide



- **Identifying relevant objects: meeting points, nice places, culture, counselling, sport facilities**
- **Defining relevant attributes to describe these objects (e.g. benches, toilets)**
- **Data definition and collection: Collecting the missing information**
- **Design: Selecting suitable maps, icons, paper prototyping, testing**



# The outcome – A digital district guide

Startseite

Karte - Bremen Osterholz

Blocksee  
Schöne Allee  
Blick auf den  
Blick auf den  
Blick auf den  
Details anzeigen

Dorfschule Osterholz  
Schöne Allee mit  
2000  
Technikraum  
Details anzeigen

Kuhstallgestaltung  
Blick auf das Haus von vorne und  
nachdem 2 Wochen  
Details anzeigen

Schöne Plätze  
Kultur  
Bewegung  
Treffs  
Beratung  
Toiletten  
Banken  
aktuelle Position  
Schließen



# Transfer to the official city portal



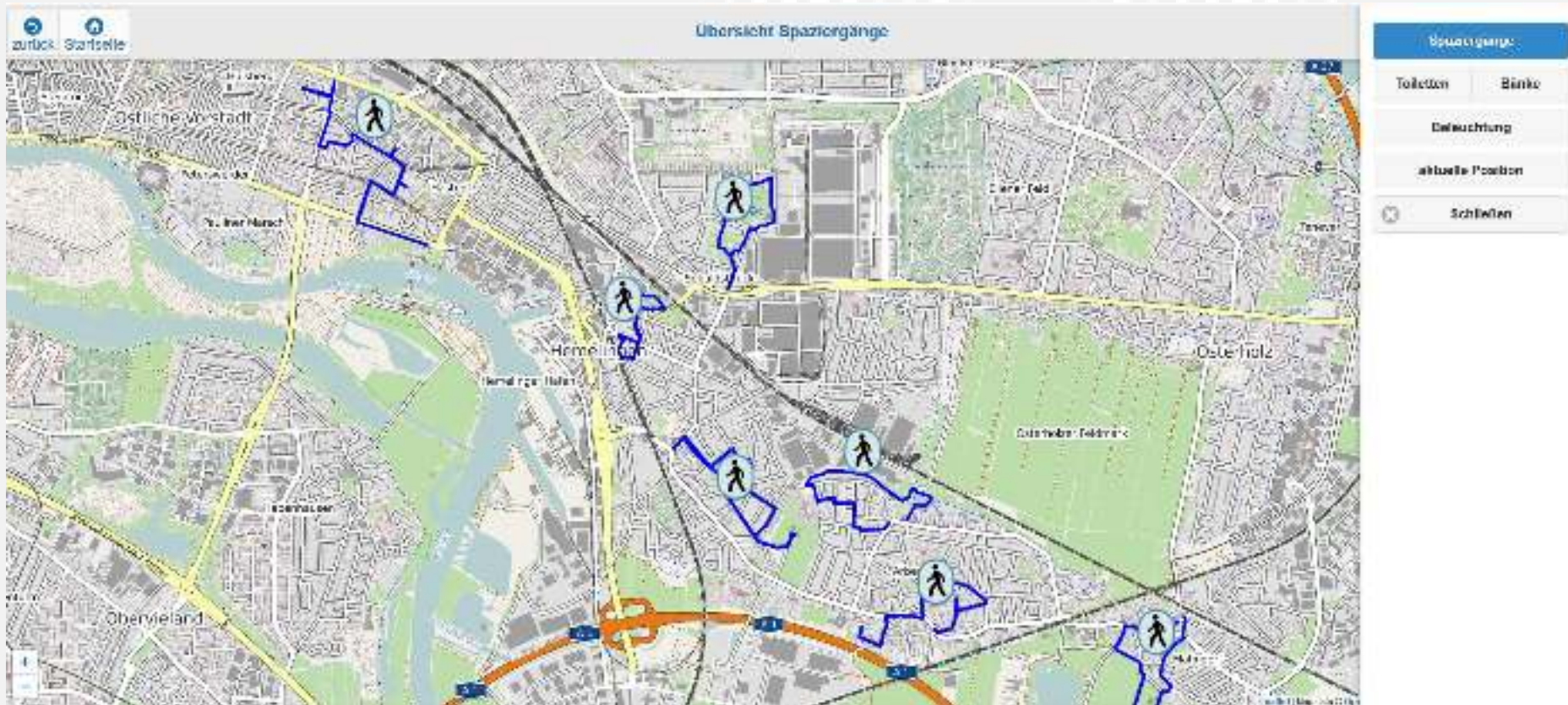
# Co-creating a Digital Walking Guide



- **Not only information but activation**
- **Involving intermediaries and service providers as users of the service**
- **Focus on appealing information that activates older adults to explore their district**
- **Ensure data maintenance > embed the service in existing structures**



# The outcome – A digital walking guide





# Transfer to the official city portal



# Data maintenance

- Self-responsible maintenance of institutional data via business card system
- Maintenance of co-created data sets by the city portal “Bremen.de” in collaboration with local stakeholders



# Video

- <https://vimeo.com/294158156>



# Lessons learnt

- Co-creating with and for senior citizens needs to **start with the users needs**, relevant open data might not be available and **data creation required**
- **Ensure data curation maintenance**
- Involve **intermediaries and service providers** as **second target user group** in order to widen the impact
- Engage **participants with different capabilities and interests** to co-create a meaningful service
- Offer **additional training** to non-tech savvy participants
- Provide **complementary print versions** of relevant information



# Explore the co-creation outputs from Bremen

**[www.bremen.de/osterholz/senioren](http://www.bremen.de/osterholz/senioren)**

**[www.bremen.de/hemelingen/senioren](http://www.bremen.de/hemelingen/senioren)**

