



(Source: DEX Innovation Centre)

## The Closing Open HoCare2.0 Conference is successfully over!

On June 15th the last public event of the HoCare2.0 project took place. More than 80 participants, presenters and panel members came together virtually to enjoy an afternoon sharing findings and exchanging insights on the co-creation method in the area of homecare.

István Hegedüs from the Central Transdanubian Regional Innovation Agency Nonprofit Ltd., Hungary introduced the general outline of the project to the audience, indicating main goals, steps and outcomes. He was followed by 4 speakers who presented their experience with including co-creation in development of their own products and services during the HoCare2.0 project, namely Evelin Krajnc and Simona Brezar from Caretronic, d.o.o., Slovenia, Lorenzo Di Natale from IDEGO - Digital Psychology, Italy, Jan Schneider from the Institute for social services Prague 4, Czech republic and Ulrike Sobczak from University Hospital Dresden, Germany.

Katarzyna Ociepka-Miąsik from Social Impact, Poland then introduced to the audience a more general perspective on co-creation, its benefits, challenges, most important steps and also its sociological context in our current daily lives.

The first part of the Conference was concluded by Katarzyna Kielanowska from the Rzeszow Regional Development Agency and Magdalena Klimczyk from the Malopolska Region, both Poland who wrapped up the key learnings from all Pilots conducted during the HoCare2.0 project.

Second part of the afternoon was dedicated to the panel discussion on topics related to co-creation and its future prospects. István Hegedüs and Katarzyna Ociepka-Miąsik were accompanied by Ferenc Weigl from National Directorate General for Hospitals, Hungary and Matteo Donelli from the Cremona Chamber of Commerce, Italy to exchange opinions and insights on questions such as “What are the benefits and challenges of co-creation in homecare?” and “What would you recommend to SMEs and Public service providers who are interested in implementing co-creation?”



As the project is drawing to its end, the whole conference was a chance to conclude and wrap up all activities and findings and introduce the achievements to a general broad audience. Throughout the conference there emerged many questions from participants indicating that co-creation, specifically in the homecare area, is an interesting topic for many people. As Katarzyna Ociepka-Ociepka-Miąsik pointed out “I think the conference was interesting and shared some practical aspects of the co-creation, which is always a gift for the audience. We all can read books about co-creation, but what is interesting the most, is practical knowledge.”

### **About HoCare2.0 project**

The project supports the delivery and deployment of customer-centred home care solutions using the co-creation method. It is funded by the Interreg CENTRAL EUROPE Programme. The project is implemented by 11 partners from Czech Republic, Germany, Hungary, Italy, Poland and Slovenia.

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**For more information, please, feel free to contact:**

**\*YOUR CONTACT DETAILS\***