Standards play a crucial part in everyday life. They help ensure that products and services operate safely and properly.

Are standards that underpin products and services suitable for older people?

PROGRESSIVE

PROGRESSIVE STANDARDS AROUND ICT FOR ACTIVE AND HEALTHY AGEING
Becoming older often comes with physical, sensory or cognitive challenges. These challenges can be overcome if careful attention is given to the needs and preferences of the ageing population when designing and developing products, services and living environments.

In today’s digital world, ICT (Information and Communication Technology) based services and products can be key for tackling the challenges of ageing. But it requires that digital solutions are accessible and usable by older people.

Standards can help with this. Actually, standards do help ensure that many of our products and services operate properly and safely.

But are standards suitable to all citizens?

More specifically: do standards - especially for technologies - contribute to ‘active and healthy’ ageing where the knowledge, expertise and energy of older people can be harnessed?
**PROGRESSIVE** is looking at how standards for ICT based products and services can help to meet the needs and preferences of older people and respond to the challenges and opportunities arising from an ageing population so we can all enjoy healthy and included lives.

**PROGRESSIVE** accompanies standardisers, policy makers, manufacturers, service providers and European citizens by helping them adopt new approaches to standards development in the field of ICT for ageing well.

**A set of practical tools supporting this new approach comprises:**

- an online database of ‘good practice’ standards;
- a framework that outlines important ethical principles that should be taken into account when developing products/services and their underlying standards;
- a guide on co-production with product and service users, i.e. how (older) citizens and consumers can be better involved in the standardisation process;
- suggestions on how products and services can work better together (“interoperability”);
- policy recommendations on how standards can support age-friendly approaches, in particular in the important domain of smart homes in smart communities;
- the establishment of a coordination forum where all stakeholders, incl. older people and their representative organisations, can continue to exchange good practice and collaborate on the development or revision of standards.
The PROGRESSIVE project is encouraging a new way of thinking about standards for digital products and services that can support active and healthy ageing. This 'new way' builds on the diversity of older people’s views and experiences and looks at how standards can be developed and used to improve accessibility, usability and security of related products and services in a context of ageing societies.

PROGRESSIVE includes a multi-stakeholder consortium of 10 partners, including research institutions, national standardisation bodies, the European network of older people organisations, and industry associations involved in health and social care:

We work actively together with a Task Force of older persons and an Advisory Group of stakeholders active either in standardisation and/or in different sectors of the Silver Economy. These two groups are regularly consulted to provide input and feedback on the main project milestones.

Whether you are an older person or an organisation representing older persons, a standardisation body, a research organisation, a business or a public authority committed to active and healthy ageing, we want to hear from you!

Sign up for our monthly newsletter at www.progressivestandards.org

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