LOUTH COUNTY DEVELOPMENT BOARD chaired by Cllr. Anthony Donohoe was established in 2000 for the Integration of Local Government and Local Development. The County Development Board is central to the overall integration process at county level with a focus on social, economic, cultural and community development. The Board brings together various strands involved in Local Government, Local Development, the State Agencies at local level and the Social Partners which includes the community and voluntary sector.

The broad functions of the Board are to:

- Implement a comprehensive County Strategy on Social, Economic and Cultural Development
- Identify gaps and duplication in local service delivery
- Nurture constructive co-operation and active participation by all members of the Board based on a partnership approach
LOUTH ECONOMIC FORUM was established in 2009 under the auspices of the County Development Board chaired by Padraic White, former managing director of the Industrial Development Authority [IDA Ireland] and currently small and medium business entrepreneur. Overseas companies secured for Ireland during Mr White’s tenure with IDA include Microsoft, IBM Software and Intel while he was also central to the establishment and marketing of the International Financial Services Centre (IFSC) in Dublin.

The Forum comprises of the business sector of County Louth, the local authority management and all of the State agencies that interact with those generating economic activity in the county and is a one stop shop for potential investors. A study entitled Louth County Economic Development Strategy (2009 - 2015), commissioned by the Louth Local Authorities from Indecon International Economic Consultants, provides a blueprint for the Louth Economic Forum and its recommendations have shaped the work of the Forum.

The Louth Economic Forum has devised an overall 10 POINT PLAN identifying 10 specific areas to be addressed within its work programme over the next 3 years. A task group has been established for each of the areas, the fifth one being Age-Friendly Business which is the subject of this document.

The purpose of this document is to outline Louth’s joined up approach to developing County Louth and its hinterland as a leader in Age-Friendly Business.
The Established Task Groups are

1. Foreign Direct Investment
2. Sustainable Energy
3. Indigenous Industry
4. Tourism and Heritage
5. Age-Friendly Business
6. Education and Training
7. Agriculture, Food and Fisheries
8. Making Louth the Best County to do Business
9. Broadband
10. Drogheda Dundalk Newry Economic Corridor
# Louth Economic Forum 10 Point Plan

## Louth Economic Forum Membership
*Independent Chairperson Padraig White*

<table>
<thead>
<tr>
<th>Business</th>
<th>State / Development Agencies</th>
<th>Local Authority</th>
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</thead>
</table>
| **Drogheda and District Chamber of Commerce**  
Padraig Kierans, President  
Graham O’Rourke  
Mark Markey  | **Enterprise Ireland**  
Conor Fahy, Regional Director  
**IDA Ireland**  
Deirdre Craven, Regional Executive  
**Louth County Enterprise Board**  
Ronan Dennyedy, CEO  
**SEAI**  
Declan Meally, Head of Department Energy Demand Management  
**FAS**  
Peter Egan, Regional Director  
**TEAGASC**  
Niall O’Lamhna, Agricultural Adviser  
**Fáilte Ireland**  
Kevin Moriarty, Head of Enterprise and Management Support  
**Dundalk Institute of Technology**  
Denis Cummins, President DkIT  | **Louth Local Authorities**  
Conn Murray, County Manager  
Michael Curran, Director of Economic Development  
Michael McCabe, Economic Development Officer  
Edel O’Mahony, Research Officer  
**Drogheda Borough Council**  
Joan Martin, Town Clerk  
**Dundalk Town Council**  
Frank Pentony, Town Clerk  |
The Process

The **Age-Friendly Business Forum** was established by the Louth Economic Forum. It is chaired by Gavin Duffy Louth based Entrepreneur, Media Coach, RTE’s Dragon’s Den Presenter and Public Speaker. The Forum has 10 members, drawn from Louth’s Chambers of Commerce, Rotary, Netwell and CASALA Centre’s, Louth’s Older People’s Forum and Local Authority Management.

In preparing the Action Plan the Forum consulted extensively with all the relevant stakeholders including Louth’s Age-Friendly County Alliance, Louth’s Older People’s Forum, the Business Community, Louth County Development Board, and Louth County Council Members. All feedback was carefully considered and adopted where appropriate. This process of consultation provided invaluable insights into the age-friendly concept, and gave the Forum excellent support and encouragement for the Action Plan.

<table>
<thead>
<tr>
<th>Gavin Duffy</th>
<th>Chair</th>
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<tbody>
<tr>
<td>Catherine McGuigan</td>
<td>Age-Friendly Regional Manager</td>
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<tr>
<td>Edel O’Mahony</td>
<td>Louth Local Authorities</td>
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<tr>
<td>Paddy Prendergast</td>
<td>Drogheda Rotary Club</td>
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<tr>
<td>Cathal Hanrathy</td>
<td>Drogheda &amp; District Chamber of Commerce</td>
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<td>Declan Murphy</td>
<td>Dundalk Chamber of Commerce</td>
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<td>Rodd Bond</td>
<td>Netwell Centre</td>
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<td>Michael Curran</td>
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<td>Andrew MacFarlane</td>
<td>CASALA Centre</td>
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<td>Michael McCabe</td>
<td>Louth Local Authorities</td>
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<tr>
<td>Shane Kelly/Anne Egan</td>
<td>Louth’s Older People’s Forum</td>
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Age-Friendly Initiative

Louth is the first Age-Friendly County in Ireland, and leads the way for others to follow. As part of the WHO global age-friendly cities network and based on the WHO framework, Co. Louth is an exemplar to other countries wishing to adopt the Age-Friendly Initiative.

“A plan developed with older people, not for them”

“Flagship Initiative”
Louth County Age-Friendly Initiative is grounded in sound international research and knowledge, and based on a number of important principles.

• A recognition that older people are critical contributors to our society and a resource, not a burden, to society;

• Communities, that find imaginative ways of capitalising on the diverse assets of older adults can find ways of addressing many of their complex challenges and providing much needed services;

• A commitment to the direct involvement of older people in deciding priorities, shaping actions and bringing about change;

• An emphasis on improving the physical environment, and the understanding that where we live greatly affects how we live;

• An awareness that age-friendly principles and practice create environments and communities that benefit all age groups, not just older people;

• A linked awareness that everyone has an interest in these developments, because we all hope to be ‘older’ in time, and hope to live in a community and a society that respects, includes and cares for us;

• A determination that Louth will set standards and lead the way for other counties.
An **Age-Friendly County** is an inclusive and accessible place that promotes active ageing, optimising opportunities for social and economic participation, health and security in order to enhance quality of life as people age.

**Age-Friendly Business** is an approach to doing business that recognises and addresses the market opportunity afforded by a society where more people are living healthier for longer.

Louth’s **Age-Friendly Business Action Plan** is a set of initiatives, promoted by the Louth Economic Forum, to position Louth as a leader in age-friendly business development, sustaining, supporting and creating jobs and new models of flexible value creating enterprise.
The Vision

The objective of this Action Plan is to help sustain, support and create jobs and new models of flexible value creating enterprise through developing Louth as a leader in age-friendly business.

Louth Economic Forum’s vision for the Age-Friendly Business Action Plan is to position Louth as Ireland’s most ready, prepared and active age-friendly business county supporting business to meet the economic opportunity of people living longer and healthier lives.
The Challenge

Europe’s ageing population is an economic and social opportunity. **By 2020, 25% of the EU’s population will be over 65.** Spending on pensions, health and long-term care is expected to increase by a factor of three by 2050. Europeans are also important consumers with a combined wealth of over **€3,000 billion.** Older Europeans will be healthy and active for longer and they will participate in employment for longer contributing their ‘wisdom’ to value-creation.

Currently with 13% of the population over 65, Louth is still a relatively young County. But there is an urgency **‘to be smart about ageing’** if we are to capitalise on the emerging opportunity and if we are to leverage the leading position that’s been emerging in the county.

As consumers older people are a poorly served target market.
People are living much longer
- Life expectancy increasing at 2 years per decade or 5 hours per day
- Majority of children born in the developed world will live to be 100
- First person already born who will live to be 150
- First female in the UK is drawing pension, who expects to live to be 120

Older people represent a rapidly increasing % of the population
- The 60+ population will double in size from 11% today to 22% by 2036
- 1st time in world history there will be more 60+ than under 5

Older people’s needs and behaviors changing fast
- Those aged 50+ own 70% of the world’s wealth and account for 55% of spending
- Baby boomer generation will buy services but demandingly

“Age-Friendly concept embraces all ages”
Louth’s Value Proposition

Louth’s key assets in relation to age-friendly business opportunities:

- Louth’s global recognition and active participation in the WHO’s global age-friendly cities network.

- DkIT’s applied research and innovation activity in ‘ageing and technology’ through the Netwell and CASALA centres.

- CASALA Living Lab, incorporating Great Northern Haven and now part of the European Network of Living Labs (ENoLL).

- A commitment and strategy to an Age-Friendly County.

- First county in Ireland to adopt and implement an Age-Friendly Business Action Plan.

- Louth’s county economic development strategy, and its focus on job creation in a smart economy.

- The commitment, wisdom, resources, entrepreneurship and resilience of Louth’s older people.

- Strong leadership demonstrated by the Local Authority in terms of adopting the Age-Friendly initiative.
Together, these provide a foundation from which to develop an Action Plan around the ‘economic opportunity of ageing’ that can:

- Compliment and strengthen the core strategic economic priorities in the Louth Economic Development Strategy, particularly FDI in relation to the pharmaceutical, internationally traded services, clean energy/technology and non-traditional services.

- Impact on mainstream economic activities such as retail, tourism, transport, product and service design & manufacture, food and agriculture through increasing and sustaining jobs, competitiveness and innovation.

- Shift from the ‘burden’ to the ‘bounty’ of ageing through lengthening and strengthening older peoples participation in the labour market – and particularly through leveraging older people’s wisdom as senior entrepreneurs.
The Netwell Centre based at the Dundalk Institute of Technology (DkIT) is developing new ideas that enhance the quality of life and well-being of older people and those who care for them, through more integrated community-oriented services, more sustainable home and neighbourhood design, and more age-friendly technologies.

Technologies
Delivering the technical tools that enable older people to remain in their home of choice, for as long as they choose.

Communities
Working collaboratively to provide services that older people need, when they need them, in the place they call home.

Environment
Designing the physical & social environment to support & enable older people to ‘age actively’.
CASALA is a research centre based within the Netwell Centre in Dundalk Institute of Technology (DkIT) collaborating and engaging with industry, care givers and older people to help deliver timely assistance and quality care in the home and the community through technology advances.

CASALA offers a platform for applied research and innovation right through to commercialisation, in particular with a focus on user awareness, smarter environments and smarter technologies.

- Researching and trialling new sensors, devices and services in the lab, home and community.
- Working with open frameworks and providing access to unique living data set.
- Data visualisation, pattern recognition, inference and reasoning of contextual and emotional state.
- Applications and user feedback utilising connected TVs, tablets, mobile devices.
- Interfacing with caregivers and service providers to deliver timely interventions.
3D CAVE
The Cave Automatic Virtual Environment

The Cave Automatic Virtual Environment (CAVE) is a high-tech immersive virtual reality system which the team at CASALA use to develop and test new technological, environmental and architectural concepts and designs before they are fully realised.

The CAVE is a cube shaped room which offers a multi-person, multi-screen, high-res 3D video and audio interactive environment. As the user moves and interacts within the display boundaries, the correct 3D perspective is displayed in real-time to achieve a fully immersive experience.

This environment is available to industry and research partners for the development of applications, interactions, spaces, environments and 3D models.
Great Northern Haven
16 Ambient Assisted Living Smart Homes

A unique collaboration between the Louth Local Authorities, local Health Service Executive, industry partners, research & development and the older residents. This demonstration project for independent living uses sensor technologies in a community and research context. This is a flagship project for County Louth as Ireland’s first ‘Age-Friendly’ County, and for the Netwell & CASALA research centres at the Dundalk Institute of Technology.

Great Northern Haven is a purpose-built development of 16 smart apartments constructed specifically for Ambient Assisted Living (AAL) applications. Fifteen of the apartments are occupied by older residents who are actively involved on research projects and the last apartment is maintained as a demonstration and transitional unit.

A wide and rich data set is continuously being gathered from Great Northern Haven, from consenting residents, internally within the apartments and from the grounds of the development. Each apartment has 100+ sensors, connected TV’s, touch screen devices and a core network infrastructure throughout. In total there are 2240 sensors and actuators throughout the development.

The project seeks to enhance the quality of life of older people through ambient assisted living (AAL) technologies, using the best of sensor and healthcare technologies currently available and as part of a living lab for new technologies and services developed through research collaborations. Ongoing research at Great Northern Haven will inform national policy and provide international experience in relation to services for older people, and has a wide range of potential commercial applications.
6 Action Areas

1. Build Awareness of the economic opportunity for Age-Friendly Business throughout the business community

2. Product and Service opportunities for an ageing society for delivery by existing business / new ventures

3. Wisdom in the workforce

4. Senior Enterprise

5. Recognition / Reward and Incentives

6. Integrated Development: Assisting other key action areas
Louth Age-Friendly Business Forum
Actions Targeted

Build Awareness
- Education/Training - DkIT VEC
- Website
- Intergenerational Programmes
  Junior Achievement
- Survey Map of 50+ Workforce

Product/Service Opportunities
- CASALA Living Lab - Age-Friendly Design/Design for all
- Toolkit for marketing Age-Friendly Business
- Intern Programme for Age-Friendly Business through FAS

Age-Friendly Business Development

Senior Start-Ups
- Social Enterprise
- Business Succession
- Volunteering
- Men’s Sheds

Wisdom in Workforce
- Flexible working and reward practices
- Volunteering/Mentoring
- Age-Friendly Champions
- Physical Environment

Recognition Incentives
- Monitoring
- Measurement
- Accreditations
- Charter
1. Build awareness of the economic opportunity for Age-Friendly Business throughout the business community

To create Age-Friendly Business awareness in the economic sense

- Development of a Media Plan – including the development of website, social media platforms and information videos

- Age-Friendly Business workshops to be held in Drogheda, Ardee and Dundalk quarterly

- Compile and promote data on the economic benefits of Age-Friendly Business

- Development of an Age-Friendly toolkit for doing business

- Establishment and promotion of Age-Friendly Business Chambers Awards

- Development of Intergenerational programmes
Product and service opportunities for an ageing society for delivery by existing business / new ventures

To create Age-Friendly Business product and service opportunities boosting economic activity

- Develop and promote the “design for all” philosophy

- Development of the product and services to be explored in the following areas:
  - Promotion and sales
  - Health
  - Transport and mobility
  - Furniture and furnishings
  - Aids to daily living
  - Safety and security
  - Recreation, leisure and sports
  - Information and communications technology
  - Adopting existing products and services or developing new ones

We are working with a number of multinationals, but we want to hear from Irish SMEs, particularly those who have products and services that could be re-jigged so that they can be targeted at the older population.

Andrew Mac Farlane,
Manager of CASALA Centre - Technology Ireland.

Indigenous opportunities ‘Age aware’ business.

FDI opportunities
- Technologies for longer living.
Global Research Shows
Technology to assist older adults to remain in their homes is set to reach $40b globally by 2020, comprising of 4 categories

- Communication and engagement
- Home safety and security
- Health and wellness
- Learning and contribution

Laurie Orlov, www.ageinplacetech.com

Examples
- Global Patient Monitoring market opportunities are set to hit $9.3b by 2014
- Digital Health market opportunities set to reach $5.7b by 2015
- European markets for Assisted Living Technologies set to reach $525.58b by 2015
- Wireless Sensor Solutions should save $25b in Annual Healthcare costs by 2012 in the US
3 Wisdom in the Workforce

Encouraging employers to adopt more supportive policies for older people

- To encourage and assist business to develop flexible working and reward practices across all sectors

- Establish volunteering and mentoring networks for new start up companies and SME’s, leveraging accumulated wisdom, knowledge, skills and experience

- Adopt and promote businesses to become ‘Age-Friendly Champions’

- Develop the physical environment to become age-friendly
Capitalising on the expertise and wealth of experience that is built up by older people

- Development and implementation of Start Your Own Business 50+ Programmes through Louth County Enterprise Board and the Regional Development Centre in DkIT.

- Development of Social Enterprise Programmes
  - Men in Sheds Programme
  - Care and Repair Programme

- Development of mentoring and volunteering networks for senior start ups ~ Opportunities to tap a lifetime of experiences.

- Implementation of Business Succession programmes through Dundalk Institute of Technology.

It is never too late to start a business!

The fact is getting hired at a later stage in life can be difficult.
Recognition / Reward and Incentives

For businesses who have supportive policies towards older people

Put in place systems to assist the following:

- Monitoring of age-friendly business practices
- Measurement of age-friendly business practices
- Accreditation of age-friendly business practices
- Development of a Age-Friendly Business Charter for Louth
- Chamber Excellence Awards for age-friendly business
Integrated Development: Assisting other key action areas
Age-Friendly Directory

Louth Age-Friendly County Initiative
w  www.louthagefriendlycounty.ie

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World Health Organisation
Age-Friendly Cities
w  www.who.int/ageing/age_friendly_cities_network
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