

PROJECT PARTNERS



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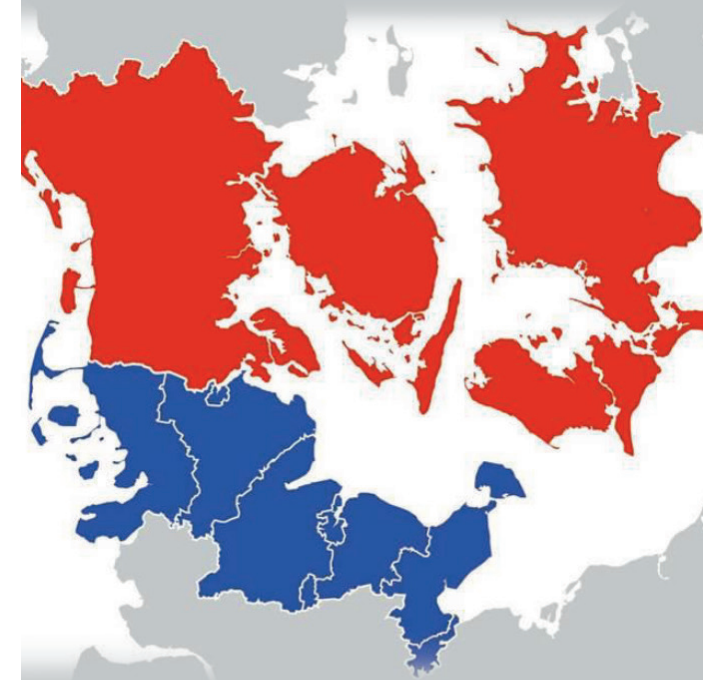
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WIPP

Welfare Innovations
in Primary Prevention



A cross-border cooperation
establishing innovative strategies
for active and healthy ageing



WHAT IS WIPP?

WIPP is a German-Danish cross-border project, which establishes a new welfare innovation model within primary prevention to promote active and healthy ageing. WIPP aims at developing innovative strategies to

- i) maintain functional independence and social inclusion/participation for community-dwelling older citizens and
- ii) promote good practices within public and private health care frameworks

WIPP is based on the cross-border results and experiences of an earlier Interreg 4a Project (HANC – healthy ageing network of competence).

WHY PREVENTION FOR ELDER CITIZENS?

Within the next 15 years the senior population (65+) of Schleswig-Holstein and Southern Denmark will increase by approximately 7%. Elderly people more often show functional limitations that strongly reduce quality of life.

Therefore, the EU Health Program 2014 - 2020 aims at increasing the healthy life years (HLY: life expectancy without functional limitations or functional disability) by 2 years for each EU-citizen.

WHAT IS THE POTENTIAL?

Early detection of frail elderly citizens has great potential to reduce functional limitations, disability, and health care costs and to increase HLY, when well-tailored action plans are promptly implemented.

WHAT IS NEW?

The project, which is supported by a Quadruple Helix cooperation, is based on a cross-border network consisting of citizens, public health sectors, research institutions and businesses. Furthermore, it is based on the International Classification of Functioning (ICF) model used by both German and Danish partners.



- Development of innovative strategies for the maintenance of functional independence and social inclusion
- Systematic data collection for developing tailored evidence-based detection and intervention models
- Development of welfare innovation products to support sustainable implementations in the primary sector
- Promotion of good practices within public and private health care frameworks

The network will via an Observatorium – after the completion of the project – continue the cooperation and build on the experiences and results of the project.

YOUR BENEFITS THROUGH WIPP

For the region

- The project will initiate sustainable changes within healthy and active ageing
- It supports the implementation of the German act of prevention (2015) and the latest Danish Sundhedsstyrelsen strategy (2015)
- The elderly population's health is promoted

For elder citizens

- Risk for functional loss is detected early
- Preventive initiatives to reduce risk for functional loss are enacted
- HLY are enhanced by active and healthy living

For your business

- Be part of a cross-border, sustainable, healthy and active ageing network in a dynamic region
- Extend your portfolio through competences of new cooperation partners
- Get new ideas through an interdisciplinary collaboration
- Experience the advantages of the promotion of healthy and active ageing solutions

For public institutions/politics

- Benefit from a competence network for the improvement of quality of life for older citizens
- Benefit from a network for solving national and regional challenges
- Develop new sustainable strategies to ensure active and healthy ageing

For research/universities

- Bring your scientific competences to implement new evidence-based models within the primary prevention practice
- Expand your scientific and (inter-) national cooperation
- Get access to municipalities and businesses with opportunities for further cooperation