



CARES PRESS NO.5

Dear Readers,

Semester 5 marks an important turning point for the CARES project – the time has come to work intensively on improving and refining policy instruments. Building on the good practices identified in earlier semesters, project partners are now shaping concrete solutions that can influence regional policies addressing the challenges of an ageing society.

At the same time, CARES is increasingly present on the European stage, participating in key forums such as the European Social Services Conference (ESSC). This ensures that local and regional activities are aligned with broader European discussions on the future of care, digitalisation, and social innovation.

In this issue, we share highlights from stakeholder meetings, our in-depth study visit to Aragon, the launch of the new cycle of Policy Working Group meetings, the resumption of regular Project Coordination Team sessions, and our partners' participation in ESSC 2025 in Aarhus.

Stakeholders as the driving force for change



Local Stakeholder Groups (LSG) – turning good practices into local impact

In Interreg Europe projects, **Local Stakeholder Groups (LSG)** are essential to ensuring that innovative ideas are adapted to the local context. These groups bring together regional and local authorities, healthcare institutions, NGOs, businesses, and academia to create solutions that reflect real community needs.

For example, **in Poland two meetings were held where stakeholders discussed both the digital inclusion of seniors (Pomorskie Region) and the transfer of international practices supporting independent living for older people (Kujawsko-Pomorskie Region).**

- **Pomorskie – digital inclusion for seniors**

The March 2025 meeting focused on tackling digital exclusion among older people. Discussions revolved around providing safe and user-friendly access to telemedicine, social platforms, and e-administration. Participants stressed that technology alone is not enough – digital education and trust-building are key.

- **Kujawsko-Pomorskie – international inspiration**

In Toruń, stakeholders reviewed good practices identified during earlier study visits, including in Spain. Special attention was paid to community-based support models that help seniors maintain independence in their daily lives.

LSG meetings are more than consultations – they are practical workshops where stakeholders assess the feasibility of transferring solutions and adapt them to local realities, increasing the likelihood of sustainable policy change.



Aragon opens the door to the future



Study visit in Zaragoza – technology, community, and senior policy

On 3–4 June 2025, CARES partners visited Aragon, Spain, for one of the most content-rich study visits of the entire project. The region showcased an integrated system of senior care combining advanced technology, healthcare services, and community-driven initiatives.

Technological innovations in action

- [GUHARA-EHR](#) – an integrated electronic health record system providing real-time access to patient histories for healthcare professionals.
- [Salud Informa](#) – a mobile app enabling seniors to book appointments, collect prescriptions, and access teleconsultations from home.
- [Telecare Services](#) – home health monitoring with rapid response capabilities in emergencies.

Community as a driving force

- [Aragón Health School](#) – educating seniors and their caregivers on health, prevention, and self-management.
- [Health Network in Neighbourhoods](#) – promoting physical activity, social inclusion, and health education through local community groups.
- [Cinema and Health](#) – using film to foster dialogue on health and intergenerational solidarity.

Key takeaways

During the final workshop, partners analysed which elements could be adapted in their own regions. The consensus was clear – effective senior policy requires a balanced approach that combines digital tools with strong community engagement.





A new cycle of Policy Working Group meetings



PWG – bringing decision-makers and practitioners to the same table

At the start of Semester 5, CARES partners launched a new cycle of **Policy Working Group (PWG)** meetings in all partner regions. These meetings bring together project partners and policy-makers responsible for the relevant instruments to:

- monitor progress in implementing policy improvements,
- ensure alignment with the Regional Mechanism (RM),
- address challenges and explore opportunities for further transfer of good practices.

PWGs are a key part of ensuring that improvements are embedded in long-term strategies, as they enable direct dialogue between those designing policies and those implementing them.

PCT Meetings – keeping the rhythm of cooperation



Monthly coordination to keep the project on track

After the summer break, partners resumed their regular **monthly Project Coordination Team (PCT)** online meetings. These sessions serve as a coordination hub for:

- updating on policy instrument work,
- reviewing lessons from local and international activities,
- addressing financial and communication matters,
- planning upcoming project steps.

The regularity of PCT meetings ensures that all partners are aligned, informed, and able to respond promptly to emerging challenges.

CARES at the European Social Services Conference



Where Care Meets Tech – Aarhus 2025

This June, CARES partners took part in the **European Social Services Conference (ESSC)** in Aarhus, Denmark – the largest public forum for social policy and practice in Europe, organised annually by the **European Social Network (ESN)**.

The 2025 edition, themed “*Where Care Meets Tech*”, gathered policymakers, researchers, and practitioners to explore how technology is reshaping the future of social services. Discussions revolved around **person-centred care, digital transformation, cross-border healthcare, and building sustainable systems** for ageing populations and people with complex needs.

Active participation of CARES partners

- Representatives of the **Regional Social Policy Centre in Toruń (Poland)** shared regional perspectives on the implementation of telecare and telemedicine solutions.
- The **R&D Centre Linköping (Sweden)** participated in debates on cross-border cooperation and innovative approaches to elder care.

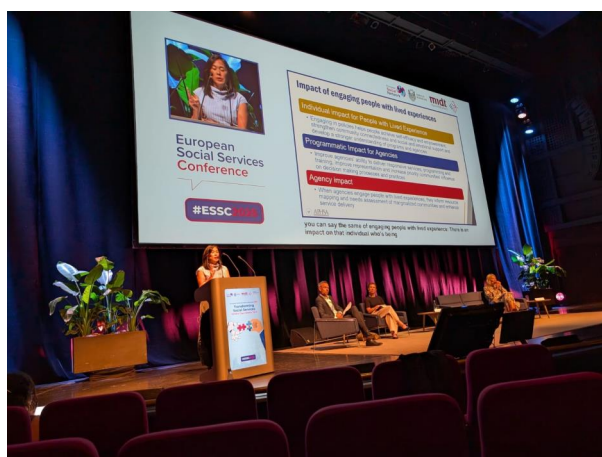
Why it matters

Participation in ESSC provided CARES partners with:

- **new insights** into cutting-edge trends and policy debates,
- **opportunities to network** with European decision-makers and practitioners,
- **inspiration to strengthen CARES activities**, ensuring that regional solutions reflect not only local needs but also European-level priorities.

As one of our partners put it, *“Insights and new connections from the event will help strengthen our shared work within CARES, aimed at improving quality of life and care accessibility across borders.”*





Semester 5 has been a decisive step towards translating good practices into real changes in regional policies. From stakeholder engagement to in-depth study visits and structured policy dialogue, CARES is progressing towards sustainable solutions for ageing societies.

To follow the project's progress, we encourage you to:

- **Visit our website** – explore the **Good Practices database**, with over 30 solutions identified within CARES: [CARES - Remote Healthcare for Silver Europe | Interreg Europe](#)
- **Follow us on social media** for regular updates, photos, and event highlights: [\(2\) Facebook](#) | [\(23\) CARES Remote Health for Silver Europe | LinkedIn](#)

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