



# IOANNA

Integration Of All stores Network & Navigation Assistant

Newsletter n°6, November 2020

## RECENT EVENTS

### 5th IOANNA Consortium Meeting and Additional Mid-term Review Meeting

On 1st of April, the IOANNA project passed the additional midterm review in which all the project partners presented the achievements and work carried out since September, in response to the indications sent by the evaluators.

The day before, on March 31, the fifth project consortium meeting also took place, during which project partners prepared the meeting scheduled for the following day with the evaluators and also agreed on the steps to be followed in the coming months of the project for its successful progress.

Given the state of alarm in Europe due to the COVID-19 crisis, both meetings took place online.

### IOANNA Project selected to participate in the Lean Startup Academy

IOANNA Project is participating the second session of Lean Startup Academy, a course launched by AAL2Business which spans over 4 months and is geared towards projects that have just started or at the mid-term of their implementation.

The Lean Startup Academy, which started on the 16th of April 2020, provides the selected AAL projects with an opportunity to validate their business model and increase their commercial traction. By checking their



assumptions against the market, AAL projects like IOANNA are guided by a business coach in identifying priority customers, the best fitting value proposition and the right channels to reach them out.

Due to the COVID-19, the second session of the Lean Startup Academy has been switched from in-person sessions to online workshops.

## **IOANNA Project participates in the Euskal Hiria 2020 Day**

ESKILARA participates on behalf of IOANNA Project in the **group of experts of the Euskal Hiria 2020 conference**, which this year focuses on a common theme in Europe: **the aging population**.

The **Basque Government and UN-Habitat are jointly organizing the Euskal Hiria 2020 Congress**, as a conference of Experts **to discuss and present ideas, good practices, projects and urban policies aimed at improving the conditions of older people in cities**, both globally and in the context of the Basque Country.

IOANNA, as a reference project of the Europe AAL Programme, participated in the conference in order to share experiences and criteria of this common challenge of society. Likewise, the congress addressed 4 specific areas related to the aging of the population: public space, housing, mobility and health and care. The IOANNA project focused its participation in two areas directly related to the project, public space and mobility.

Regarding public space, issues were addressed to foster an active life for people and, at the same time, promote their social inclusion and interaction in the face of isolation. The IOANNA platform seeks to bring small businesses closer to the elderly by offering a tool to improve and support the service that these companies offer to the elderly.

Regarding mobility, the congress focused on the use of public transport by older people since for many of these people public transport is the only means to reach vital services such as health centers, social services, banks or stores; and even for their social life. The IOANNA platform offers a route optimization service to support older adults in their daily journeys.

**Learn more about IOANNA**

Twitter : [@Aalloanna](https://twitter.com/Aalloanna)

LinkedIn: [linkedin.com/in/ioanna-aal-project-190824170](https://www.linkedin.com/in/ioanna-aal-project-190824170)

Website: [www.ioanna-project.eu](http://www.ioanna-project.eu)

