

# Interreg



## 2 Seas Mers Zeeën EMPOWERCARE

European Regional Development Fund



New approaches are needed to tackle the rising demand on our Health and Social Care services by our growing older population. EMPOWERCARE looks to address the current gaps in the care of older people and create a person-centred solution. The project aims to reduce social isolation and individual frailty in those who are 65+ or 50+ with a health condition.

EMPOWERCARE will create resilient communities and empower people to take more responsibility for their care using technology and local services to keep them in work, healthy and motivated. The project will benefit from a cross-border approach working with 13 partners across 4 countries to review relevant person-centred methodologies and consider their use in EMPOWERCARE and the wider social care system.

SOLID  
ARITY  
UNIVE  
RSITY



[www.empowercare.eu](http://www.empowercare.eu)

For some, the barriers for accessing technology is the desire, confidence and motivation to do this;

**we want to give the reason “why” be digital, whilst we support with the “how”**

**Kent  
County  
Council**



EMPOWERCARE will work in partnership with organisations supporting older people (or 50+ if there is a health condition) to improve the digital offer and find a solution for those disadvantaged by technical inability and those who are not utilising this affectively to best support their own wellbeing. We will engage individuals and showcase relevant technologies through digital hubs.

The project will create Digital Ambassadors from the local community, including professionals, volunteers and peer mentors, to sustain the growth of digital skills. The Ambassadors will be supported to develop their own digital abilities and learn methods to deliver support that is manageable for the target group.

EMPOWERCARE will focus on the innovation of three main elements relating to the persons wellbeing:

- Fitness & mobility
- Rehabilitation
- Access to community

The EMPOWERCARE project will incorporate the ‘Esther’ approach to ensure the strategy provides individual solutions for people and what matters for them.

The EMPOWERCARE project began on 01/01/2020 and will run for three years.

If you know someone who could benefit from this project, or would like to become a Digital Ambassador, please email: [EMPOWERCARE@kent.gov.uk](mailto:EMPOWERCARE@kent.gov.uk) or call: 03000 415608.



European Regional Development Fund