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Hack
for
Good

FUNDAÇÃO
CALOUSTE GULBENKIAN

**boost solutions
for social good**

23–24 april 2016

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Good**
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In 2016, the Calouste Gulbenkian Foundation will be launching Hack for Good, a hackathon that aims to create a strong connection between technology and social sectors.

Gulbenkian sees technology as an enabler, a creator of innovative and scalable solutions that mitigate problems our society is currently dealing with. These problems can include school dropout rates, unemployment, refugee integration, climate change, among others.

In this first edition, the theme will be Ageing and participants will be invited to solve several problems connected to this theme.

Hack for Good

Hack for Good is a hackathon organized by the Calouste Gulbenkian Foundation. The goal is to develop solutions to real social problems related to population ageing, over two days of intense programming and prototyping.

We want to gather multidisciplinary teams (programmers, designers, engineers, doctors, managers, specialists, etc.) to generate ideas and develop technological solutions focused on social good. The goal is to capture talent to the many fields of the social cause.

What makes this event a pioneer is the **intersection between technology and ageing.** Specialists in technology and ageing will be working together with the participants to find innovative solutions that can be used worldwide.

Hackathons are development marathons where multidisciplinary groups get together to solve a problem or develop products. These events are very action-driven. In the end, the participants are expected to present functional products, even if they are not ready to go to the market. Hackathons usually last 24 to 48 hours and are, overall, excellent opportunities to promote a specific theme or attract talent to a less explored area.

Hack for Good wants to encourage youngsters to create solutions to real problems for social challenges related to population ageing.

Why?

World population is ageing at a fast rate and we must be prepared for it as soon as possible. Given the technological evolution and its increased natural presence in our lives, there is an opportunity to have technology serving the demographic changes and to build a better future for everyone.

Recently, the Portuguese National Statistic Institute presented a demographic indicators analysis related to ageing in Portugal. According to this study, Portugal has one of the lowest indexes of renewal of population in active age and is placed fifth in the ageing index when ranked with the 28 EU members. The study also reports that "the number of elderlies exceeded the number of youths, for the first time in Portugal, in 2000" and highlights that **the workforce in Portugal is ageing.**

Besides this, the stereotypes associated with the elderly are changing. Seniors are becoming more active, open to new technologies and demanding about their activities, initiatives and services.

By thinking about the social field and emerging technologies, we soon realize there are many needs and opportunities here.

The Theme

Hack for Good theme is **Ageing and Active Living**. As this is such a broad theme, we have selected some topics that will help the participants target their solutions. We identified as problems:

Communication and Social Relations

There are many solutions out there to solve elderly isolation and sedentarism. However, we believe there is room for more possibilities.

Cognitive Stimulation

The loss of cognitive abilities is a reality among the elderly. How can we create simple, intuitive and fun solutions to solve this problem for their everyday life?

Knowledge Transfer and Shared Economy

Platforms must be created to make communication between generations easier, promote contact between the youth and the elderly and avoid loss of generational knowledge.

Health and Welfare

A field with enormous potential, from services to the development of better products for prevention and rehabilitation.

Formal and Informal Caregivers

Development of technologies that make the work done by caregivers and family members easier and more efficient.

Nutrition

A balanced and regular healthy nutrition is hard to keep and to control in this population segment. Technological solutions might help.

Mobililty

In most cases, public transportation is not an easy solution for the elderly. What alternatives can be developed?

Personal Finances

The existing financial services are not developed for seniors. This is a field with many opportunities.

Participants

We want to gather 150 participants, such as program-mers, designers, engineers, managers, medical doctors and other professionals. They will be in permanent contact with seniors, healthcare professionals, specialists and caregivers to find innovative and scalable projects, working in **multidisciplinary teams.**

The participants will be from different ages and come from north to south of Portugal and some from abroad. Seniors will also be present, to provide feedback and participate in activities specially developed to include them.
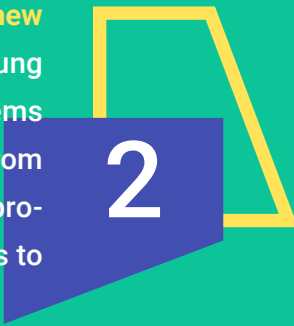
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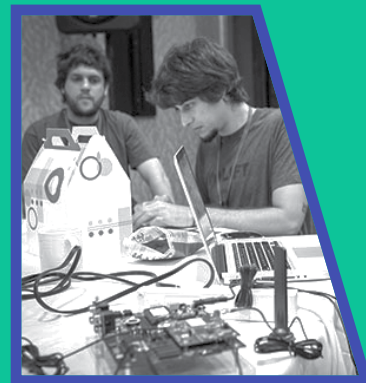
Main goals

Creation of a technological entrepreneurship program, focused on projects with long-term positive social impact, to solve problems related to population ageing. A great variety of topics will be covered, such as mobility impairments, health issues, financial management and isolation.

1

Promote innovation by bringing new projects and new perspectives to social causes. We want to get young people involved in the creation of solutions for problems of a social nature. With the support of mentors from technological, ageing and healthcare areas, we will provide the tools and knowledge for advancing solutions to the problems the Hackathon focuses on.

2

Connect young people and the elderly, in order to raise awareness to the problems our society faces. To achieve this goal, we included activities with the potential to connect different generations.

3

Program

This 2-day programme includes several activities. Besides the development of technological solutions, which is the most important part of the initiative that will take place over a period of 24 hours, there will be networking moments, keynotes and relaxing activities in the Gulbenkian gardens, workshops and entertainment.

Along with this program, we have other activities prepared, such as: video games, Yoga, Tai Chi, indoor and outdoor activities, workshops, etc.

23 April Saturday

10:00 Check-in Teams & Networking
11:30 Welcome by Gulbenkian & Challenges Presentation
12:00 Keynote (inspiration)
12:30 Lunch
14:00 Teams start working & Workshops
16:00 - 18:00 Mentoring Session & Testing with Seniors
20:00 Dinner
21:00 Checkpoint
22:00 - 00:00 Mentoring Session
01:00 Supper
04:00 Power-up Session

24 April Sunday

07:00 Breakfast
08:00 Yoga in the Garden
08:30 Working Session
11:00 Jury (teams pre-selection for final pitch)
12:30 Lunch
13:30 Pre-selected Teams Announcement
15:30 Final Pitch
17:00 Keynote
17:30 Winners Announcemnet & Closing Remarks

Hack for Good Promotor

FUNDAÇÃO CALOUSTE GULBENKIAN

A Foundation based in Portugal for the whole of humanity, with its purpose focused on fostering knowledge and raising people's quality of life through arts, charity, science and education.

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