

## NagusiLab

### 1. ABOUT THE PROJECT

NagusiLab is a social innovation project, aimed at rethinking the community system of care for the elderly and to ensure that older people can stay at home, if they so desire, until the end of their lives.

‘Nagusi’ means the elderly in Basque language and ‘Lab’ from Laboratory. But we do not want to be understood as a laboratory for the elderly, but as something important, something of value.

We began with the idea of creating this community care network, by putting the people who was going to work on it and people concerned at the centre of the Project. We started asking them questions such as:

- How would we like to live in the future?
- What society is needed for our care not to entirely rely on institutions and for society to be who cares the elderly?

### 2. HOW THE PROJECT CAME ABOUT

During the pandemic, a small community network was created to care for the elderly, but once the confinement was over, it disappeared. In view of this situation, Artehasia wanted to give continuity and form to this network, and turn it into something permanent over time, and which could be the starting point for public or private projects to be developed in the future.

For us, it is important to emphasise that, although this project was created and promoted by Artehasia, it has a differentiating element: the people who are working on it are the citizens themselves. Elderly, young and middle-aged people, with different educational backgrounds and lifestyles, born in our territory, but also from abroad. It is about citizens working for citizens.

### **3. PROJECT OBJECTIVES**

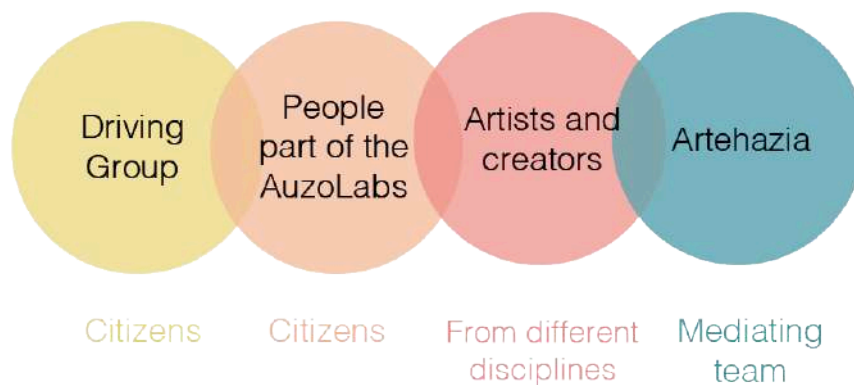
- Activate a process to collaboratively rethink the model of care for the elderly in Alava, both formal and "non-formal" care. A space in which to bring together a diversity of voices and experiences in order to imagine solutions and/or transformations through methodologies of creativity.
- Generate diverse working groups, made up of experts and non-experts, focused on rethinking the model of care for the elderly.
- These people working on the project should be the ones who decide, in a collaborative way, which areas to work on.
- To achieve results that respond to the challenges and needs detected by them.
- To collaboratively rethink and create solutions, involving different segments of Alava's society, that allow innovation in the improvement of the quality of life of the elderly in the search for proposals aimed at improving or creating new ways of care and assistance.
- To develop AuzoLabs to co-create solutions that allow us to innovate and improve the caregiving network, designing prototypes that have to do with the different areas of social and health care. And to carry out this collective process by means of artistic and cultural methodologies and applied creativity that allow us to promote open and collaborative innovation, going beyond the usual artistic practices.
- To introduce into the collective imagination that culture and arts can be a key element in the processes of innovation and transformation (e.g. to innovate the ways of innovating, but taking culture as a fundamental factor for changes in organisations and territories).

### **4. SOCIAL INNOVATION FOR US**

We talk about an innovation project and, for sure, it is a project with a social purpose that that will affect society, but we don't like to talk about social innovation in the context of innovation in the different social services that can be offered. Rather, we believe that to be able to say that a result is innovative, it has to have a social impact. If it does not, it is not innovation.

## 5. HOW WE DO IT, OUR METHODOLOGY

We go through a process in which the methodology applied is, at all times, creative, artistic and cultural. These two elements we have, the participation of the citizens, who choose the challenges, the topics to be dealt with, and the application of cultural and creative methodologies, are what make this project different.



## 6. DRIVING GROUP

Firstly, a Driving Group was formed, which consisted of 14 people from different fields. With this intergenerational and intersectoral Driving Group, we worked during 3 sessions with methodological tools of our own conceptualisation, and the 3 challenges to be later addressed were chosen in a participatory way.

What were these challenges?

- **Challenge 1:** What do our cities and housing need to look like in order for this community care network to happen? We want to think about designing a city that allows autonomy in the execution of tasks and activities, eliminating social and architectural barriers.
- **Challenge 2:** Analysis of the weaknesses of the community care system (both "social services" and the community/society itself).
- **Challenge 3:** Empowerment of older people. Listening to what they want, in order to formulate or define a caregiving service model that responds to their real needs and desires.

## **7. AUZOLABS**

Once the challenges were defined, each member of the Driving Group was asked to invite around 2 or 3 people who wanted to participate in the next phase of the process: the AuzoLabs, citizen innovation laboratories. These AuzoLabs were formed around the three previous challenges, so we have 3 AuzoLabs, 3 working groups, one per challenge. Three large and diverse groups, with people of very different ages, origins and professions. In short, a representation of our current society.



## **8. ARTISTS AND CREATORS**

The three groups that worked on the AuzoLabs were led by people from the world of culture and arts.

These professionals with "unusual" profiles are usually artists or creators, but in other cases they have profiles that are really different (anthropologists, philosophers, economists, architects...), who bring diversity to the group, another type of thinking and experiences, they energise the processes and are responsible for generating a result.

Each one of them, from their own field, applies a methodology that arises from creativity and has creative tools, and the aim is to achieve a series of prototypes, which were presented at a conference held on April 15<sup>th</sup>. to give them shape and define the next lines of action, as we hope that the project will not end with the presentation of the results.

As our main scope is in Alava, we wanted to work with local creators. Therefore, we worked with: Thusia S. Koop theatre company ([www.thusiakoop.com](http://www.thusiakoop.com)), Guk Studio collective consisted of architects, designers and musicians (<https://guk.studio/studio/>), and Marina Blázquez, an architect who works from the service and experience design.

We, as Artehazia, usually step aside at this stage of the process, leaving the artists/creators and Working Groups to work on their own. A step aside does not mean forgetting about the project, but rather that we adopt the roles of observers and mediators, and not so much of doers. Actually, we participated in the sessions as any other participant, so there we can supervise their process and give them an appropriate feedback.

## **9. ABOUT US: ARTEHAZIA**

Artehazia is a non-profit association, based on Cultural Innovation, Arts and Society, located in Vitoria-Gasteiz, The Basque Country. It was established in 2011 by cultural professionals linked to the interactions between arts and other sectors.

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We generally carry out projects that work in the field of social issues and the challenges of citizenship, such as Gazte Hiria ('Youth City' in Basque language), which aims to train young people to be active agents in society.

## 10. RESULTS SO FAR

So far Artehasia team has held 3 sessions with the Driving Group and a total of 5 sessions with all the participants (an initial Methodology Session, 3 AuzoLabs sessions and the Presentation of Results).

Our main task now is to analyse the conclusions presented on April 15<sup>th</sup>, reconvene the Driving Group and define together the future lines of action to be adopted.

For the moment we have a series of conclusions, as a result of the work carried out in the three AuzoLabs, briefly presented below, although Artehasia still has to meet with the Driving Group to prioritise these first results and define more specific actions.

- **Challenge 1 ! Friendly cities.** This group worked around three different areas, understanding the independent character of each proposal and, at the same time, their necessary link with the others to considerably enhance their impact: the neighbourhood, housing and the community centre. And they came up with a series of possible actions that can be taken in the near future to make housing and cities more 'friendly' and community-building. Some of its proposals are: to publicise examples of relevant communities through strategies such as bottom-up, based on incremental changes through real cases and verifiable data; the development of a digital tool for communication between neighbours; the implementation of a survey to detect the real needs of elderly people; or the identification of businesses and care service providers through a seal.
- **Challenge 2 ! Analysis of the weaknesses of the community care system.** Through the Lorenz tractor the group analysed different situations seen in our care system today and classified them according to what was possible, dispositional, reportorial, necessary, contingent and impossible. And they made an analogy exercise with the elements of a film shoot. The results of this AuzoLab were certainly abstract in nature and, therefore, now the Driving Group and Artehasia will have to ground it and turn it into possible real actions.
- **Challenge 3 ! Empowerment of older people.** This group used the "empathy mapping" tool to visualise what we know about each particular type of user by creating a shared understanding of the needs for each type of user. In this way they created a manifesto with which they want to vindicate the right of people



to ageing, with statements such as: assuming ageing as another stage of life; living life, ageing and death in a dignified way; autonomy in all stages of life; accepting diversity, there are as many people as there are ageing processes; detaching from an infantilising, overprotective and paternalistic view of the elderly; or understanding that age is experience, knowledge and life.

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