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D.C.3.1 ASTAHG Stakeholders



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ASTAHG STAKEHOLDERS

INTRODUCTION

One of the main objectives of ASTAHG is to enable social innovation framework for generating and adopting innovation for active and healthy aging (AHA) involving both public and private actors. In order to support further development of policies and initiatives promoting AHA, the project have based several actions on the 4Helix Model, structuring the actors in four categories: public actors, interest groups (associations and citizens), researchers and business actors. For example, the Transnational governance board (TGB) is composed of participants from multisector, classified as 4Helix actors involved in planning and implementing policies for AHA in the Alpine space (AS).

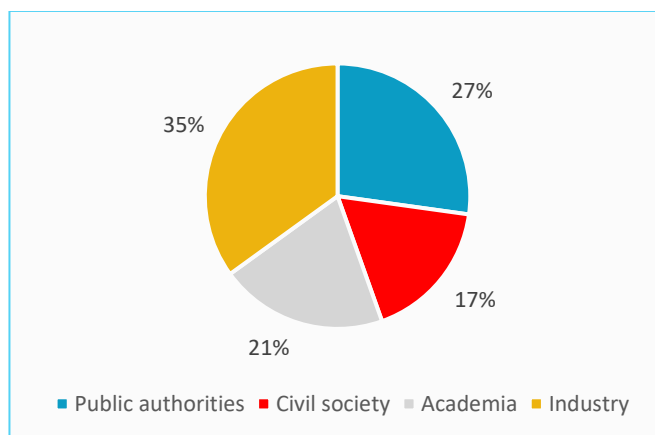
This deliverable identifies the main players of AHA policy design, implementation and realization of initiatives and services in the AS regions, collected through the ASTAHG project. These players are organised under the 4Helix categories, and listed as ASTAHG stakeholders. As the full list of stakeholders cannot be published, here after only a concise overview is given. Stakeholders were identified by project partners in two successive waves during the project.

STAKEHOLDERS

Following the 4Helix Model, among 386 stakeholders identified in the project, the main results are following:

- a. Distribution of stakeholders per category

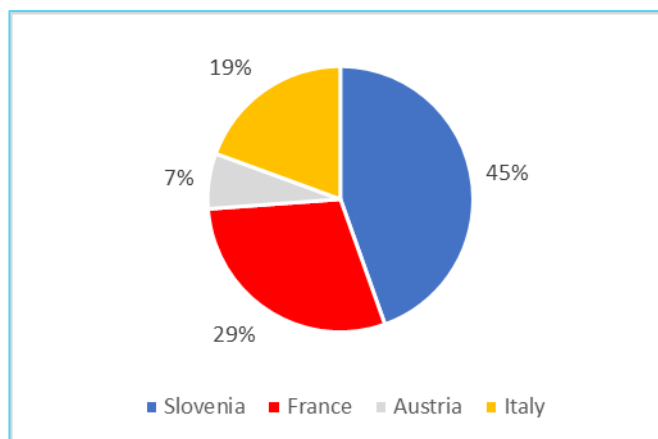
→ **Figure 1. Distribution of stakeholders per category**



Within the 4Helix Model, the main (the most represented) category is “industry” (35% or 105 stakeholders) contrary to the “civil society” category, which is the least represented (17% or 97 stakeholders). The other two categories “public authorities” and “academia” respectively represent 21% and 27% of identified stakeholders.

- b. Distribution of stakeholders per country

→ **Figure 2. Distribution of stakeholders per country**



Contrary to the distribution of stakeholders per category which is quite balanced, the distribution per country is highly imbalanced. Among four countries represented, Slovenia gathers almost half of identified stakeholders (45 % or 172 stakeholders). On the opposite, in Austria there are 7% (or 26 out of 386) identified stakeholders. France is the second country, having identified 29% (or 113) stakeholders, followed by Italy (19% or 75 stakeholders).

c. Distribution of stakeholders per country and per category

→ Table 1. Number of stakeholders per country and per category

	Public authorities	Civil society	Academia	Industry	Total
Slovenia	49	45	37	41	172
France	16	5	12	80	113
Austria	5	5	10	6	26
Italy	35	12	20	8	75
Total	105	67	79	135	386

Regarding specific countries:

- In Slovenia, the identified stakeholders are numerous in each of 4Helix Model category, with a particular strength in “public authorities”;
- In France, stakeholders in “industry” are notably identified (70% of stakeholders), which is also the highest figure in a particular category;
- In Austria, the highest number is recorded in “academia” (10 out of 26 identified stakeholders);
- And in Italy, the highest number is recorded in “public authorities” category (35 out of 75 identified stakeholders).

CONCLUSION

The project partners have identified 386 stakeholders, classified in four categories following the 4Helix Model. The representatives of “industry” firstly, and “public authorities” secondly, are the most numerous categories. On the contrary, actors in “civil society” are the least numerous, which is not fully surprising; independent bodies, coming from civil society and promoting AHA are not numerous in field. A methodological issue might exist at this point; organisations (*associations, NGO, third sector...*) were identified as “industry” when they are paid for providing a specific service to the elderly. They are promoting AHA, but also for economic reasons (economic activity, i.e. as “industry”).

Actors in “civil society” promoting AHA exist, but the collective awareness on AHA is lower than on other societal issues (e.g. environmental protection) up to date, thus reflected in a lower number of specific bodies.