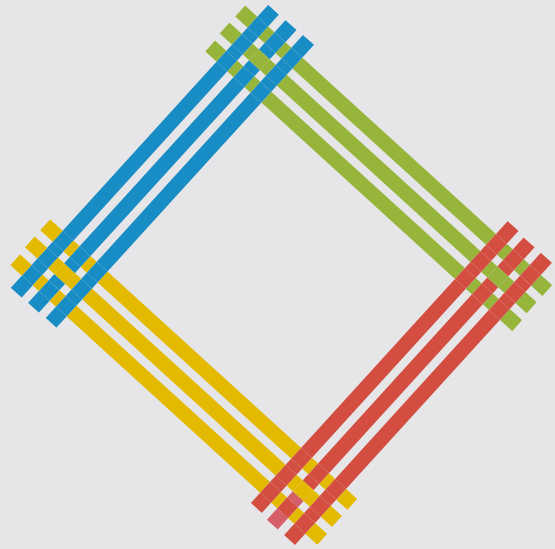


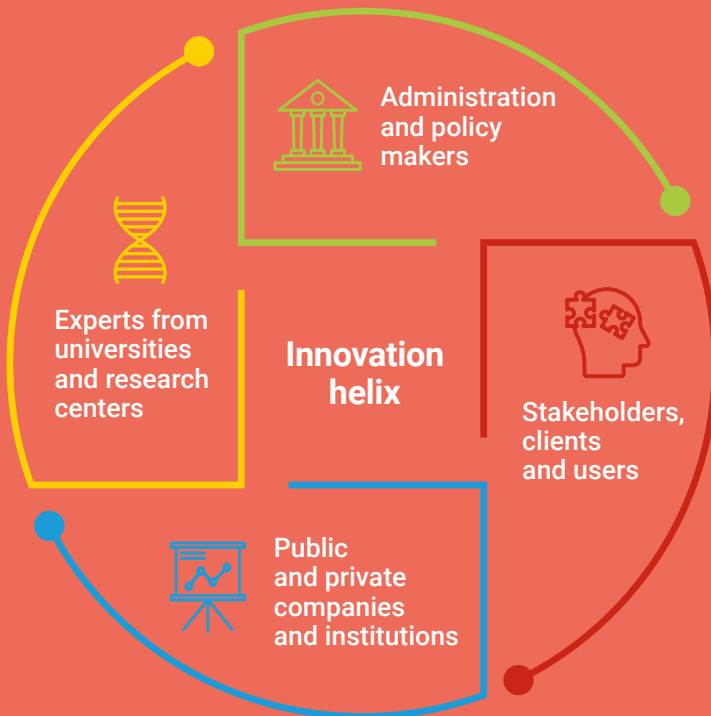
**A co-creation
framework with a
transversal scope
in Mental Health,
Ageing, Disabilities
& Neuroscience**



CALL

Care & Autonomy Living Lab
From the Mental Health Cluster of Catalonia

The CALL is an initiative by the Mental Health Cluster of Catalonia to apply technological, digital and social disruptive innovations to society. All of them, within a co-creation framework, are defined by the quadruple innovation helix..



WHY CREATE A CARE & AUTONOMY LIVING LAB?

What do we mean when we say, “Living Lab”?

A Living Lab is defined as a user-centered, open-innovation ecosystem, based on a systematic user co-creation approach, integrating research and innovation processes in real-life communities and settings.

Why does it come from Mental Health Cluster Catalonia?

Currently operating as the only Mental Health Cluster in the world, our mission is to offer our years of knowledge and experience supporting the sector, through the creation of the Care and Autonomy Living Lab (CALL).

As a Cluster, we work with the insights and the challenges of the whole health ecosystem. Indeed, from an operational perspective, Mental Health Cluster Catalonia is the perfect setting to implement a Living Lab in all those sectors, providing end-users with responsive tailor-made solutions.

What is the added value of CALL?

The added value of the CALL is to provide end-users (patients and citizens) with the possibility of directly generated collaborative projects based on their own challenges and needs.

This will foster innovation from a patient-centered strategy, empowering the user’s perspective.

This realistic approach to healthcare markets through collaborative work, and with multidisciplinary and holistic perspectives, is the key to solving sociotechnical challenges and promoting the economic growth of start-ups, SMEs and spin-offs in an applied technology lab.

CALL will allow the Mental Health, Ageing, Disabilities & Neuroscience sectors to progress through test products, the creation of services, and the definition of public policies.

HOW IS IT GOING TO WORK?

Starting from an eminently social perspective is the key to achieving innovation. From this axis, technologies, users, and professional experts can be successful in their endeavors.

CALL has three key factors: knowledge, giving back to society, and the active participation of companies.

The main goal of CALL is to bring together activity and innovation that is generated inside the ecosystem at the Cluster's Headquarters at Palau de Mariano.

Located in Sant Boi de Llobregat, inside Barcelona's Metropolitan Area,

this municipality has a hundred-year history of mental health, which has allowed the city to become a sectorial reference, not just in Catalonia, but the whole of the country.

To make it possible, as a Cluster, we work with many partners from the **quadruple innovation helix**.

- Public and private companies and institutions
- Stakeholders, clients and users
- Experts from universities and research centers
- Public administration and policy makers

The strategy and business model of the developed projects of CALL fully supports:

Shared Value



SDG



MORE ABOUT THE CALL'S PROMOTERS

Mental Health Cluster Catalonia is a hub for innovation and business development in integrated mental healthcare and brain research. Our aim is to promote the improvement of the competitiveness of companies, as well as their professionals. We achieve this through innovation, interdisciplinary collaboration and internationalization.

The projects that are the result of these collaborations aim to provide fully comprehensive support, considering the bio-psycho-social aspects of all people who suffer from disorders of the central nervous system throughout life. These can be alterations or disabilities that appear from birth, which are manifested in adulthood, or which are typical of old age. In many cases they are present in a recurrent framework of chronicity.

At this time, more than 65 entities are part of the cluster.

WHY SHOULD YOU PARTICIPATE & JOIN OUR PROJECT?



Mental Health Cluster Catalonia

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