

# SREBRNO ODPRTO INOVIRANJE KOT ODGOVOR NA IZZIVE DOLGOŽIVE DRUŽBE

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## Povzetek

**Raziskovalno vprašanje (RV):** Vsak človek bi naj imel možnost živeti dolgo in zdravo življenje. Pri tem življenje ponuja tako koristi, kot tudi pasti, saj so lahko okolja, v katerih živimo, zdrava, ali pa človeku škodljiva. Življenjska okolja imajo tudi velik vpliv na naše vedenje in izpostavljenost zdravstvenim tveganjem (npr. onesnaženost zraka), dostop do storitev (npr. zdravstvena oskrba) ter priložnosti, ki jih prinaša staranje (npr. srebrna ekonomija).

**Namen:** Evropska unija se sooča z hitrim staranjem prebivalstva, obenem jo pesti znatno povečana hitrost življenja, ki na ljudi vpliva v obliki povečanega stresa. V dobi digitalizacije smo se znašli na razpotju, ko ob neoliberalistični zavezanosti k profitu na obrobje potiskamo človekovo zdravje in dostojanstvo. Demografsko-socialno-ekonomski vrtiljak ima tudi pozitivne učinke in priložnosti, predvsem ko govorimo o srebrni ekonomiji in njenih razvojnih potencialih.

**Metoda:** Iskanje in razvrščanje virov smo izvedli po protokolu PRISMA-P (63 raziskovanih virov, od katerih smo jih v članku uporabili 19), izvedli primerjalno analizo izbranih virov ter skozi lastno raziskovanje in dognanja ponudili rešitev za opredeljene probleme.

**Rezultati:** Naložbe v duševno zdravje so bistvenega pomena za vzdržnost zdravstvene in socialno-ekonomske politike Evrope in posledično Slovenije. Nacionalne politike in ukrepe na področju duševnega zdravja v Sloveniji predstavljata Zakon o duševnem zdravju in podzakonski akt Resolucija o nacionalnem programu duševnega zdravja 2018-2028 medtem ko problematiko aktivnega staranja in dolgožive družbe obravnava Strategija dolgožive družbe.

**Organizacija:** Stres kot ena največjih zdravju škodljivih civilizacijskih nevarnosti 21. stoletja, ki se iz aktivnega prenaša v poupokojitveno obdobje posameznika, ima vpliv na duševno zdravje starejših. Dolgoročno ima stres znaten vpliv na kognitivne sposobnosti in možgane nasploh.

**Družba:** Aktivno udejanjanje ukrepov in politik dolgožive družbe, aktivnega staranja in duševnega zdravja je temeljnega pomena za pozitiven vpliv na zdravje in dobro počutje starejših.

**Originalnost:** Kot odgovor na izzive dolgožive družbe, aktivnega staranja ter vplive na duševno zdravje in dobro počutje starejših predstavljamo model odprtih srebrnih inovacij po principu peterne inovacijske vijačnice.

**Omejitve/nadaljnje raziskovanje:** Opredeljene izzive smo obravnavali skozi pregled strokovnih virov in politik za rast srebrne ekonomije, aktivnega staranja in dolgožive družbe. Raziskovanje nadaljujemo na področjih pametne specializacije, pametnega in konkurenčnega podeželja ter projektnim modeliranjem pri iskanju inovativnih rešitev na področju srebrne ekonomije.

**Ključne besede:** dolgoživa družba, aktivno staranje, duševno zdravje, ageizem, stres, srebrna ekonomija.

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Marko Kac je diplomirani ekonomist, strokovnjak za projektni menedžment, strateško načrtovanje, inovativnost in podjetništvo, trajnostni in regionalni razvoj, turizem, razvoj podeželja ter marketing in odnose z javnostmi, s široko paleto mednarodnih izkušenj v državah EU in predpristopnih državah. Svojo 25-letno kariero nadgrajuje z magistrskim študijem socialne gerontologije in vključevanjem profesionalnih izkušenj v kreativne rešitve na področju srebrne ekonomije.

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Zasl. prof. ddr. Marija Ovsenik je redna profesorica in strokovnjakinja na področju organizacije, ravnanja z ljudmi in socialne gerontologije. Doktorirala je na Fakulteti političnih ved Veljko Vlahović v Sarajevu in na Fakulteti za organizacijske študije v Novem mestu, na Univerzi v Ljubljani pa je opravila specializirano izobraževanje na področju menedžmenta človeških virov v neprofitnih organizacijah. Leta 1996 ji je Ministrstvo za delo, družino in socialne zadeve podelilo nagrado za izjemne uspehe na področju socialnega varstva.

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# Silver Open Innovation as Response to the Challenges of Long-Lived Society

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## Abstract

**Research Question (RQ):** Every human being should have the opportunity to live a long and healthy life. In doing so, life offers both, benefits and pitfalls, as the environments in which we live can be healthy or harmful to humans. The living environment also has a major impact on our behaviour and exposure to health hazards (e.g., air pollution), access to services (e.g., health care) and the opportunities that come along with aging (e.g., the silver economy)

**Purpose:** The European Union is facing a rapidly aging of population, while at the same time suffering from a significantly increased pace of life, which is affecting people in the form of increased stress. In the age of digitalisation, we find ourselves at a crossroads, pushing human health and dignity to the margins with a neoliberal commitment to profit. The demographic-socio-economic carousel also brings positive effects and opportunities, especially when taking into account the silver economy and its development potentials.

**Method:** We searched for and classified sources according to the PRISMA-P protocol (63 research sources, of which 19 were used in the article), performed a comparative analysis of selected sources and offered solutions to the identified problems through our own research and findings.

**Results:** Investing in mental health is essential for the sustainability of health and socio-economic policies in Europe and, consequently, in Slovenia. National policies and measures in the field of mental health in Slovenia are represented by the Mental Health Law and the executive act Resolution on the National Mental Health Program 2018-2028, while the issue of active aging and long-lived society is addressed by the national Long-lived Society Strategy.

**Organization:** Stress as one of the greatest threats to the health of civilization in the 21st century has an impact on the mental health of the elderly, which is transferred from the active to the retirement period of the individual. In the long term, stress has a significant impact on cognitive abilities and brain functionality in general.

**Society:** The active implementation of these policies is fundamental to the positive impact on the health and well-being of older people.

**Originality:** In response to the challenges of a long-lived society, active aging and the impact on the mental health and well-being of the elderly, we present a model of open silver innovation based on the principle of the quintuple helix innovation model.

**Limitations / further research:** Research limitations and suggestions for further research.

We address the identified challenges through a review of professional resources and policies for the growth of the silver economy, active aging and a long-lived society, continuing our research in the areas of smart specialization, smart and competitive rural areas and project modelling in a search for innovative solutions in the field of silver economy.

**Keywords:** long-lived society, active aging, ageism, mental health, stress, silver economy.

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Marko Kac is an expert for project management, strategic planning, innovation and entrepreneurship, sustainable, regional and rural development, tourism and marketing & PR, with a wide range of international experiences within the EU and pre-accession countries. Holding a Bachelor's degree in Business Management, he is upgrading his 25-year career with a master's degree in social gerontology and incorporating professional experience into creative solutions in the field of silver economy.

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Professor Emeritus Marija Ovsenik, PhD is a professor and expert on the field of organisation, human resource management and social gerontology. She earned her PhD at the Faculty of political studies Veljko Vlahovič in Sarajevo and at the Faculty of Organisation studies in Novo mesto, received specialised training on human resource management in non-profit organisations at the University of Ljubljana. In 1996 she was awarded the prize for outstanding achievements in social protection by the Ministry of Labour, Family and Social Affairs.

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