

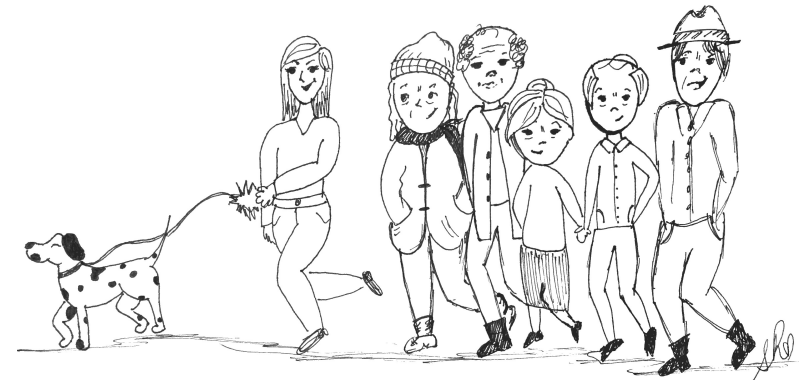
Woof woof, Walkies!

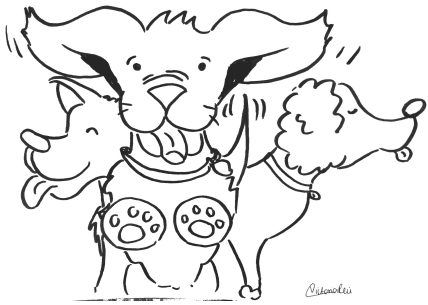
a social enterprise?

As we grow older, live longer, and increasingly alone we place a burden on social care.

Dog owners through Woof, woof Walkies! will take the lead in combatting loneliness and inactivity by opening their walks for others to join them

Presenter: Andrew Stuck, Rethinking Cities Ltd.
Greenwich, London

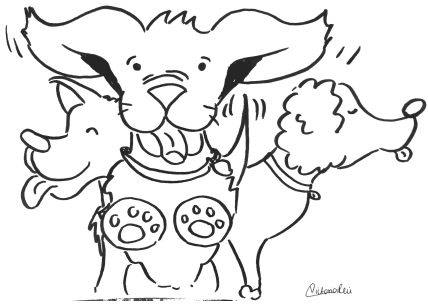




Woof woof, Walkies!

Meet George
76, recently widowed
little purpose in
getting out, no one
with whom to share
adventures



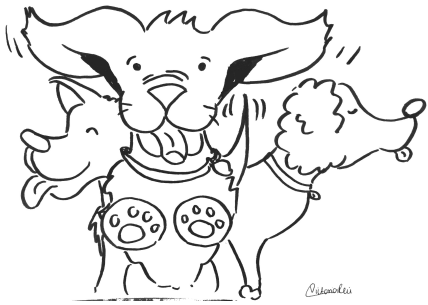


Woof woof, Walkies!



Woof woof, Walkies! will provide a solution, working with dog owners to develop:

- 'surrogate networks' of support
- providing regular activity
- new friends living locally



Woof woof, Walkies!

Daphne - '*sandwich generation*'
are potential customers

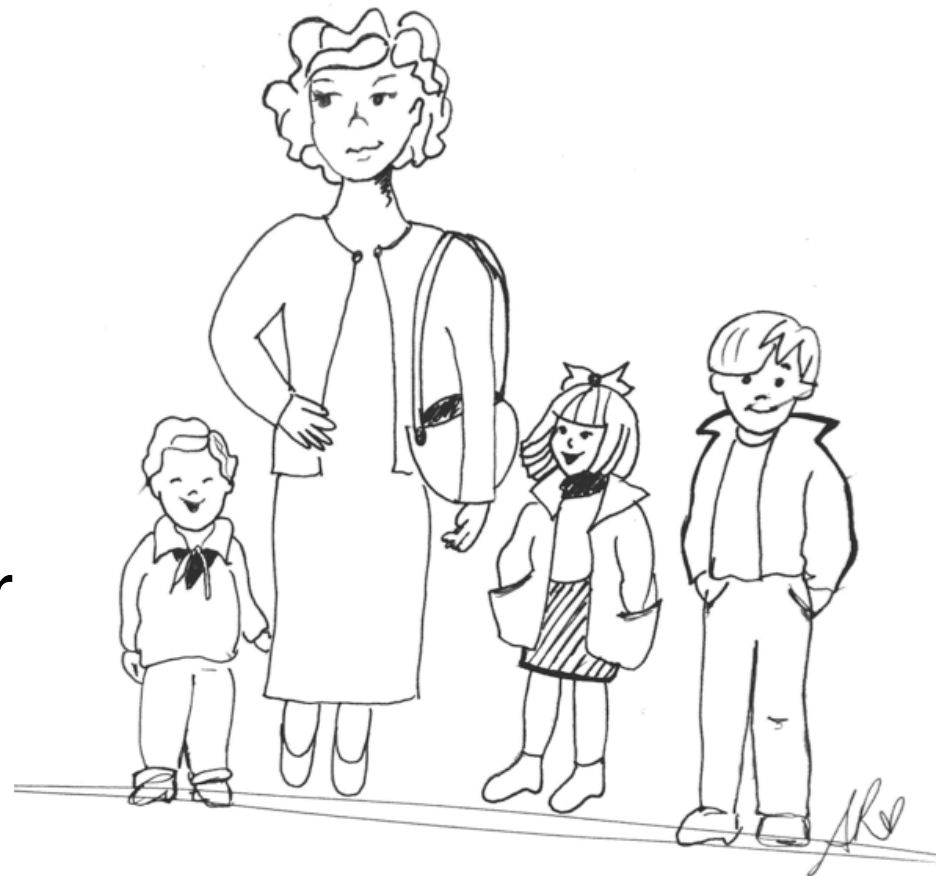
- By 2019, more than 12 million will be caring for a parent

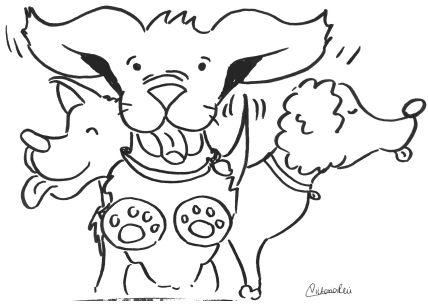
Already

- 7/10 provide day-to-day care for their parents

- 4/10 taking time out of work

- Household spend of £200+ per week

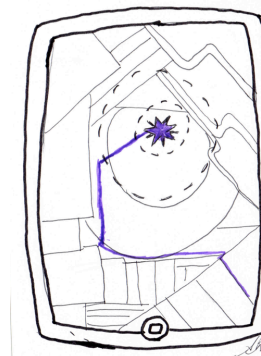
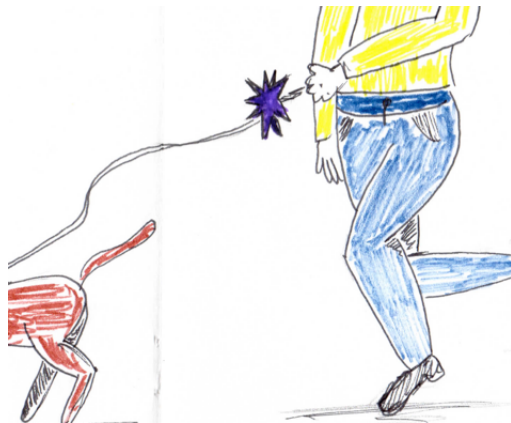


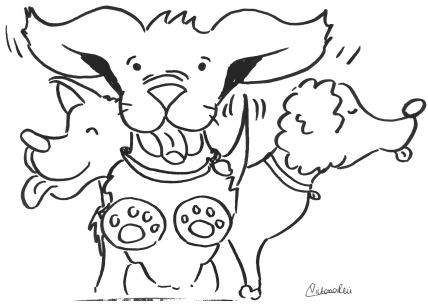


Woof woof, Walkies!



A collaborative platform offering real time digital matching to an existing network with spare capacity, that passes close to George's front door





Woof woof, Walkies!

Actions speak louder than words

Co-design service & marketing with users via pilot

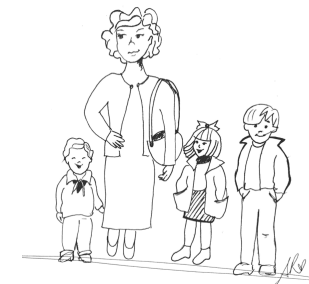


To reach over 65 users

- partner with NGOs e.g. AgeUK and health / local authorities (referrals)

To reach Daphne and the Sandwich generation

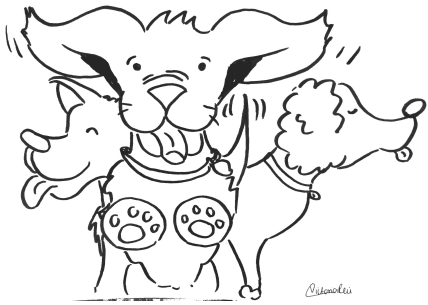
- word of mouth (via school communities)



To reach dog owners

- NGOs e.g. RSPCA / Dogs Trust / Vets





Woof woof, Walkies!



Application for €50,000 submitted to NutsOhra Insurance fund in Holland

Support secured in Holland:

- HAN University



- ABNO



- Municipality of Arnhem and Rijnstate Hospital - 'support in kind'

- SWON Social care



I am keen to try to achieve a similar pilot here in the UK and hope Nesta ShareLab share my enthusiasm. *Thank you*