

**PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ
ESCUELA DE POSGRADO**



"Consulting Report - Municipality of Surco: Loneliness and Social Isolation Experienced by Many Elderly in Surco District"

**TESIS PARA OBTENER EL GRADO ACADÉMICO DE MAESTRA
EN ADMINISTRACIÓN DE NEGOCIOS OTORGADO POR LA PONTIFICIA
UNIVERSIDAD CATÓLICA DEL PERÚ**

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Paulo Borda, 2024

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DEDICATIONS

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EXECUTIVE SUMMARY

The "Participation and Accessibility Strategies to Combat Loneliness in the Elderly at the Club del Vecino in Surco, Lima" thesis addresses the pressing issue of social isolation among the elderly population in Surco, Lima. This problem, driven by urbanization, shifting family dynamics, and mobility barriers, has significant implications for the mental and physical health of older adults. In alignment with the United Nations Sustainable Development Goals (SDG), specifically Goal 3 focused on health and well-being, the thesis proposes a holistic solution to improve social inclusion and accessibility for the elderly in the community.

Through user research, a profile of elderly residents was developed, highlighting their desires for meaningful activities and their frustrations with loneliness, despite living with family. The study used a human-centered approach to design four key solutions: intergenerational activities, sponsorship for workshops, a marketing campaign to increase visibility, and a transportation service to enhance mobility for those with physical challenges.

These prototypes were tested and refined through an agile development process, incorporating user feedback to create a Minimum Viable Product (MVP). The MVP includes a suite of socially inclusive services designed to foster engagement, emotional well-being, and social interaction among the elderly. The proposed business model, supported by multiple revenue streams such as membership fees, sponsorships, and grants, ensures financial viability while maintaining a strong focus on social sustainability. The model is scalable, replicable, and adaptable to other communities facing similar challenges, making it a promising approach to addressing elderly isolation at both local and broader levels.

ABSTRACT

Esta tesis explora estrategias para combatir la soledad entre la población de adultos mayores en Surco, Lima, centrándose en el aumento de la participación y la accesibilidad a través del Club del Vecino. El aislamiento social, impulsado por la urbanización, los cambios en la dinámica familiar y la movilidad limitada, plantea graves riesgos para la salud mental, emocional y física de los adultos mayores. Esta investigación incluyó entrevistas a usuarios y análisis para comprender las necesidades específicas de este grupo demográfico, lo que condujo al desarrollo de soluciones destinadas a reducir el aislamiento.

Las intervenciones clave incluyen actividades intergeneracionales, patrocinios para ofrecer talleres asequibles, una campaña de marketing dirigida y servicios de transporte para mejorar la movilidad. Estas soluciones se pusieron a prueba a través de sprints ágiles, dando lugar a un Producto Mínimo Viable (PMV) que aborda los principales retos a los que se enfrenta la comunidad de personas mayores. El modelo de negocio propuesto garantiza la viabilidad financiera a través de diversas fuentes de ingresos, mientras que su escalabilidad permite la replicación en otras comunidades.

Este trabajo se alinea con el Objetivo de Desarrollo Sostenible (ODS) 3 de las Naciones Unidas, que promueve la salud y el bienestar para todas las edades, lo que demuestra que abordar la soledad de las personas mayores no solo mejora la calidad de vida, sino que también contribuye a una sostenibilidad social más amplia.

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Chapter I: Defining the Problem

The growing elderly population in Surco, Lima, is facing increasing social isolation, a trend that primarily reflects changing social structures. This chapter examines the demographic profile of older people in Surco, explores the causes and effects of their isolation, and discusses the wider implications for health and well-being in line with the United Nations Sustainable Development Goals. The analysis emphasizes the urgent need to address the challenges of isolation among Surco's older residents.

1.1 Demographic Overview of Surco's Elderly Population

In Surco, the district in Lima to which our work applies, there has been an increase in the older population. The proportion of over 65-year-olds in the total population is now around 13% (City Population, n.d.). This increase is in line with the national trend of an ageing population, particularly in urban areas. According to forecasts by the Instituto Nacional de Estadística e Informática (2022), the elderly population is expected to continue to grow, reflecting the general demographic changes in the country.

The older inhabitants of Surco live predominantly in multi-generational households. Despite these living conditions, many older people are socially isolated due to the absence of family members, who are often absent due to work or other commitments (Club del Vecino, personal communication, July 2024). Economic factors also play an important role, as a significant proportion of the elderly population in Surco rely on a fixed income that is often insufficient to cover the costs of healthcare, social activities and daily living expenses (INEI, 2022).

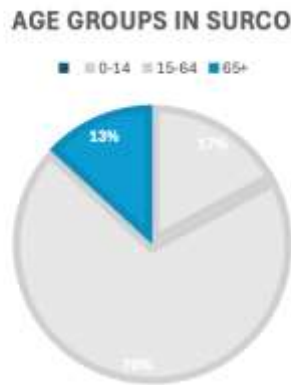


Figure 1: Age Groups in Surco (City Population, n.d.)

1.2 Causes of Social Isolation in Surco

The phenomenon of social isolation among older adults in Surco is shaped by multiple interconnected factors:

- **Urbanization and family dynamics:** the rapid urbanization of Lima has significantly altered traditional family structures. Historically, Peruvian families lived in close multi-generational households, but modern economic pressures have led younger family members to seek employment opportunities in other parts of the city or even abroad. As a result, more and more older people are also living alone or have minimal contact with their children and grandchildren, even if they live in the same house. Increasing physical separation is exacerbated by cultural changes. This dynamic contributes to feelings of abandonment and loneliness among the elderly, who lack the social support that was once increasingly provided by extended family networks (Club del Vecino, personal communication, July 2024).
- **Health and mobility issues:** Health issues are a significant barrier to social engagement for older people in Surco. Various illnesses limit their ability to participate in social activities or even carry out everyday tasks. Any physical limitations are compounded by inadequate infrastructure, such as a lack of transport

tailored to the needs of older people. The result is a population that is physically isolated in their own homes and finds it difficult to socialize with the outside world (Club del Vecino, personal communication, July 2024).

1.3 Impacts of Social Isolation

- **Emotional and Psychological Effects:** Social isolation has severe emotional and psychological repercussions. Older adults who endure long periods of isolation are at increased risk of developing mental health problems such as depression, anxiety and even suicidal thoughts. The absence of regular social interaction deprives them of the emotional support needed to navigate the challenges of aging, leading to a decline in their overall quality of life (Cacioppo & Cacioppo, 2018).
- **Deterioration in physical health:** The physical health of socially isolated older people usually deteriorates more quickly compared to their socially active peers. Increased isolation can lead to neglect of personal health, resulting in poor nutrition, lack of physical activity and inadequate treatment of chronic conditions. Studies have shown that isolated individuals are more likely to experience rapid physical decline, more hospitalizations and a higher mortality rate (Holt-Lunstad et al., 2015).
- **Cognitive decline:** Social isolation is often associated with an increased risk of cognitive decline, including conditions such as Alzheimer's disease. Research conducted by Wilson et al. (2007) indicates that older adults experiencing chronic loneliness are considerably more likely to develop Alzheimer's and other cognitive impairments. The study showed that loneliness is an important predictor of cognitive decline. This suggests that emotional distress caused by social isolation has a direct impact on cognitive function and accelerates the onset and progression of dementia (Wilson et al., 2007). In Surco, where many older people live alone for long periods

of time, the risk of cognitive decline is a pressing issue, emphasizing the need for targeted interventions to promote social relationships and mental stimulation in older people (Club del Vecino, personal communication, July 2024).

1.4 Social Isolation and Sustainable Development Goals

The social isolation of older adults in Surco presents a major obstacle to reaching the Sustainable Development Goals (SDGs), especially SDG 3, which aims to ensure healthy lives and promote well-being across all age groups. The United Nations emphasizes that good health and well-being form the basis for sustainable development and are linked to various aspects of social inclusion. In the context of elderly care, social isolation undermines these goals as it has a negative impact on both the mental and physical health of older people. The lack of social interaction not only exacerbates health problems but also reduces overall quality of life, making it more difficult to achieve the wellbeing goals set out in SDG 3. Tackling social isolation is therefore critical to advancing the broader sustainable development agenda as it ensures that all people, including older people, can lead healthy, fulfilling lives (United Nations, 2015).

Chapter II: User Research

This chapter looks at the experiences and needs of older people in Surco, Lima, using the example of metro user Rosa Sánchez. By examining her daily routines, desires and challenges, the underlying issues of social isolation that affect many in this community are revealed. By creating user profiles, capturing experiences and analyzing key needs, the critical areas that require intervention to improve the wellbeing and social connectedness of Surco's elderly population are identified.

2.1 User profile

Rosa Sánchez, a 65-year-old resident of Surco, Lima, is the meta user created as an example for many older people in this neighborhood. Her daily activities are a mixture of routine and leisure, reflecting her desire to remain mentally and physically active. Rosa starts her day by preparing breakfast, after which she reads and watches daytime television. She tries to organize her weekly schedule in a more dynamic way. Sometimes she manages to take part in activities such as yoga or painting. These activities not only keep her busy, but also serve as an outlet for her creativity and physical well-being. However, despite her endeavored lifestyle, Rosa experiences considerable frustration, mainly related to feelings of loneliness and boredom. Although she lives with her son and two grandchildren, she often feels isolated due to their hectic lives. This lack of consistent social interaction at home drives her to look for more interesting activities and social contact outside of her family environment (Club del Vecino, personal communication, July 2024).

Interview Insights

The interviews conducted through various conversations with affected individuals revealed a consistent pattern of desires and frustrations among Surco's elderly population. The need for more interesting and affordable activities was a recurring theme, with many participants expressing similar feelings of isolation despite living with family members. Interviews also highlighted the importance of community centers such as the 'Club del Vecino', which provide a social outlet and mitigate the effects of loneliness (Club del Vecino, personal communication, July 2024).

2.2 User experience map

Our Meta Users' Rosa Sánchez's daily life in Surco is shaped by both uplifting and challenging experiences.

Positive moments:

Social commitment: Rosa overcomes her insecurities and decides to attend the club for the first time. There she finds joy and meaning in participating in activities at the 'Club del Vecino', such as yoga and painting classes. These activities provide her with valuable social interaction and help to alleviate her loneliness (Club del Vecino, personal communication, July 2024).

- **Personal growth:** Learning new skills, such as painting or during various maths courses, gives Rosa a deep sense of fulfilment and strengthens her self-esteem and positive attitude (Club del Vecino, personal communication, July 2024).

Negative moments:

Loneliness at home: despite her participation in certain activities in the community, Rosa often feels lonely at home due to her family's busy schedules. This existing lack of company is a major emotional challenge for her (Club del Vecino, personal communication, July 2024).

Health restrictions: Health problems, such as arthritis, sometimes prevent Rosa from participating in her favorite activities, leading to frustration and a sense of isolation (Club del Vecino, personal communication, July 2024).

Analysis of the Results

Rosa's experience highlights the importance of community engagement for older people, but also the ongoing challenges they face. While community centers provide important social interactions, the moments of loneliness and health issues point to a need for more comprehensive support (Club del Vecino, personal communication, July 2024).

2.3 Identification of the need to solve for the user

Through the user research conducted it became clear that the main need to be addressed is the social isolation faced by older people in Surco. This need was prioritized based on several factors identified during the interviews and user experience mapping.

Key Indicators of Social Isolation:

Emotional distress: The interviewees consistently noted that loneliness and lack of regular social contact were the main causes of emotional distress in older people. The experience of feeling lonely at home, despite participating in community activities, emphasizes the pervasiveness of this problem (Club del Vecino, personal communication, July 2024).

Impact on health: Social isolation has also been linked to various health problems, both physical and mental. The negative effects of loneliness on mental health, including increased risk of depression and anxiety, as well as physical decline due to lack of engagement, made it particularly urgent to address this issue (Cacioppo & Cacioppo, 2018; (Club del Vecino, personal communication, July 2024).

- **Cognitive decline:** the potential for cognitive decline highlighted by user experiences emphasizes the need to prioritize social contact as a means of promoting mental acuity and general wellbeing (Wilson et al., 2007).

In light of these factors, the need to reduce social isolation has been recognized as the most important issue to address. Tackling this issue is critical not only to improving older people's emotional and psychological wellbeing, but also to mitigating the associated risks to their physical and cognitive health.

Concerning impact and feasibility, the following measures to reduce social isolation are highly effective and relatively easy to implement. Community-based solutions, such as

expanding activities at the 'Club del Vecino' and strengthening social support networks, were identified as practical approaches that could be implemented with existing resources and infrastructure.

Chapter III: Product or Service Design – Solution

This chapter presents the design and development of the proposed service to address the social isolation of older people in Surco. Using structured ideation methods learned in research courses, the process involved a collaborative effort to identify, analyze and priorities solutions to this pressing problem. This chapter explains the conceptualization of the service, the outcomes of the ideation process and the development stages of the prototype, highlighting the key findings and feedback that shaped the final solutions. The following sections explore the iterative journey that led to a Minimum Viable Product (MVP) that offers an innovative and sustainable approach to improving the wellbeing of older people in the community.

3.1 Conception of the service

The conception of the proposed product or service was devised in a structured and collaborative ideation process, using a combination of methods learned in the Research Methodology course sessions to identify, analyze and prioritize solutions to a relevant social problem. Below, will detail the process followed and the results obtained.

3.1.1 Analysis of the Outcomes from the Ideation Process

The ideation process began with the identification of a Definite Relevant Social Problem, centered on the loneliness and social isolation experienced by many senior citizens in the community of Surco, Lima, Peru. Through the collaboration of our thesis team, our academic advisor, representatives of the Municipality of Surco, representatives of the Club

del Vecino, and directly with senior citizens, a deep understanding of the problem and the unmet needs of this population was obtained. During this phase, a detailed profile of the “Target User” was defined, representing older adults who could benefit from the Club del Vecino. Through dynamic interviews with Meta Users, information was gathered directly from the population which allowed to identify key barriers, such as lack of knowledge about the existence of these clubs and problems of accessibility to these facilities. These findings were instrumental in guiding the next stages of the process (Club del Vecino, personal communication, July 2024).

Based on the lessons learned, a brainstorming session was held with the participation of all stakeholders. During this session, several innovative and important ideas were generated to find the identified problem, always prioritizing the thinking of seniors. The ideas for our most important solutions are the following:

- **Intergenerational activities:** This solution was prioritized because it encourages social interaction and is relatively low cost but has a high impact on emotional well-being.
- **Workshop Sponsorships:** By securing sponsorships, can offer more free or affordable workshops, reducing the financial burden on members and increasing participation.
- **Marketing Campaign:** Creating awareness through targeted marketing will attract more members to the club, addressing the issue of social isolation more effectively.
- **Transportation services:** Providing transportation will make the club accessible to more seniors, particularly those with mobility issues.

The proposed solutions were evaluated and prioritized using criteria such as feasibility, profitability, sustainability, potential impact on the community, cost and

alignment with the strategic objectives of the project in the short and long term, implying that although these 4 solutions meet the above parameters, they go hand in hand and each solution supports the other to achieve the same objective. The selected solutions were those that best aligned with the needs of the Meta User developed at the outset and offered a comprehensive approach to addressing loneliness and social isolation in the elderly in the district of Surco, Lima. The ideation process proved to be effective in identifying and prioritizing interventions that are not only feasible, but also potentially transformative for the community (Club del Vecino, personal communication, July 2024).

3.1.2 Results of the agile prototype development

During project development, four major prototypes were designed and tested as part of the two-week sprint. Each sprint is a short, defined period, usually one to four weeks, during which a Scrum team works to complete specific tasks, breaking down large projects into manageable chunks and making it easier to adapt to changes throughout product development (Atlassian, 2023; LogRocket, 2023).

Each prototype focused on a specific solution to improve the quality of life for seniors at the Club del Vecino, Surco. The implementation and expected benefits of each prototype are detailed below, as well as the feedback obtained from the users of several Clubs del Vecino in Surco, Lima.

Prototype I: Intergenerational Activities

Implementation:

- Regular activities were planned to facilitate interaction between generations.
- Mentoring programs were developed where older adults can share their experience and knowledge with young people.

- Collaborative art projects were scheduled to strengthen community ties.

Benefits:

- Fosters meaningful connections between generations.
- Strengthens ties within the community.

Prototype II: Sponsorships for Workshops.

Implementation:

- Customized sponsorship packages were designed to attract local businesses interested in supporting the Club del Vecino workshops.
- Launched campaigns to attract the attention of potential sponsors.
- Partnerships with NGOs and government programs were explored to ensure project sustainability.

Benefits:

- Facilitates access to workshops, making them more affordable.
- Establishes a sustainable funding model for club activities.

Prototype III: Marketing Campaign.

Implementation:

- Visually appealing marketing materials were designed targeting seniors and their families.
- A distribution strategy including digital and traditional media was defined to maximize reach.
- Partnerships with local media were fostered to increase the visibility of Club del Vecino.

Benefits:

- Increases the visibility of the Club del Vecino.

- Contributes to the reduction of social isolation among older adults by attracting more members to the club.

Prototype IV: Transportation Services.

Implementation:

- Specific transportation routes and schedules were designed to facilitate access to the Club del Vecino.
- Accessible vehicles, suitable for people with reduced mobility, were selected.
- A collaboration was established with the Municipality of Surco to implement and maintain the transportation service.

Benefits:

- Improves accessibility to the Club del Vecino for elderly people.
- Contributes to improving the quality of life and social integration of users.

Feedback was collected through interviews and surveys with a group of users, including current and potential members of the Club del Vecino N°05 Los Alamos in Surco, Lima. The feedback obtained is detailed below:

Positive Feedback:

- Users valued the marketing campaign, highlighting that “it will surely help the club grow and attract more attention from seniors who do not have the knowledge of these clubs” (Club del Vecino, personal communication, August 2024).
- The additional transportation service was very well received, especially for those who have difficulty getting around and who have no company to bring them to these facilities (Club del Vecino, personal communication, August 2024).

- Intergenerational activities, such as storytelling and engaging with youth, were perceived as very beneficial (Club del Vecino, personal communication, August 2024).
- Partnerships with other parties, such as NGOs and local businesses, were seen as very useful (Club del Vecino, personal communication, August 2024).
- The combination of digitized and face-to-face activities was seen as an effective way to involve more older people, although while it is true they are not used to a digital age the simple fact of knowing the minimum is sufficient (Club del Vecino, personal communication, August 2024).

Constructive Criticism:

First, it was suggested to think more about the right marketing method to reach the target audience. Preserving traditional methods such as TV, radio and newspaper. Furthermore, some seniors expressed that they do not enjoy interacting with new people, so it was recommended to think of alternative solutions. It was mentioned that storytelling with young people could be tiring and unappealing to some (Club del Vecino, personal communication, August 2024). In addition, on our other interviews and visitations to the Club del Vecino in other locations, providing more variety of activities such as workshops or sessions that are also pertaining to medical health is also in a high demand since mostly all of the elderly there are also having trouble with their health. Moreover, the club's organizer mentioned that the strategic promotions using social media targeting the elderly's relatives or families is also the most important thing to work on as not many people know about the presence of the clubs.

New Ideas Emerged:

It was proposed that not all problems are due to loneliness; psychological factors could also play a major role, hence adding mental support sessions would be helpful. Moreover, it was suggested that a home service option be added for those who cannot come to the club but feel lonely at home. Consideration was given to having CENTRUM international students make regular visits to practice English and other languages with the older adults. The development and testing of these four prototypes, along with the incorporation of user feedback, led to better solutions that were well received by the senior community (Club del Vecino, personal communication, August 2024).

3.1.3 Improving Prototypes Through User Feedback

After analyzing the feedback obtained during the first sprint, the team conducted a second two-week sprint. This sprint focused on refining the existing prototypes and moving towards a Minimum Viable Product (MVP), using the observations and suggestions provided by the users of the Clubes del Vecino N°05 Los Alamos and N°06 Higuiereta.

Sprint Objectives:

Improve the Marketing Campaign: adjust marketing strategies, with particular focus on appropriate methods to reach the target audience. Include more narrative elements and testimonials to make the campaign more engaging and effective, such as real-life case studies.

Expand and Adapt Intergenerational Activities: Introduce new activities based on feedback, ensuring that they are inclusive and appealing to a wider range of participants, including those who prefer less interaction with new people, such as using new immersive workshops in other types of environments to provide them with dynamism and fun.

Develop Transportation Service MVP: Adjust routes and schedules and consider integrating an in-home service for those who are unable to attend the club but feel home alone.

Tools Used:

- Google Forms: To collect real-time feedback on new implementations.
- WordPress: For updating and expanding the website, including integration of new features based on feedback.
- Trello: To manage tasks and coordinate improvements during the sprint.

Sprint Results:

- Adjusted Marketing Methods: New marketing strategies were explored, such as the use of social media specifically targeted to older adults and their families, as well as the creation of more engaging narrative content. In addition, video testimonials from club users were developed, which were presented in a variety of ways (Club del Vecino, personal communication, August 2024).
- New Activities: Cooking workshops, reading groups, and movie sessions were included to offer a wider range of options, tailored to different levels of interaction and participant preferences (Club del Vecino, personal communication, August 2024).
- Modified Storytelling: In response to criticisms about storytelling with youth, these activities were adjusted to include more frequent pauses and less intense participation options, such as passive listening rather than active participation.
- Adjustment of Routes and Schedules: an improved version of the transportation service was implemented, with more flexible routes and adjusted schedules based on user feedback. Home transportation options were

added for those unable to physically attend the club, allowing for regular visits by volunteers or club staff to offer companionship and assistance.

- Home Service: A pilot program of home visits was initiated for seniors who are unable to travel to the club, ensuring that they also benefit from the activities and companionship offered by the club.

The second sprint allowed to directly address the concerns and suggestions expressed by seniors. The improvements implemented in the marketing campaign, intergenerational activities and transportation service were more closely aligned with the needs and desires of the participants. The new home delivery service was received with great enthusiasm by those users who had many difficulties when doing so at the Club del Vecino turn.

3.2. Development of the narrative

Narrative is crucial for communicating and emotionally connecting with the various stakeholders involved in the project, including both end users and potential sponsors. In this way, narrative elements were developed to create a coherent and effective story that supports the proposed solutions. According to Pitre (2020), a strong narrative not only facilitates understanding of the ideas but also helps influence the emotions and behaviors of those involved, which can increase the success of the project's implementation.

The development was an iterative process that included the creation of various supports designed to effectively engage and communicate with both seniors and potential sponsors. Below are the steps choosing to take in the development.

Definition of the Core Narrative:

A message was defined that highlighted the importance of intergenerational connection, accessibility and social inclusion of older adults. In the case of the sponsors,

which are NGOs or non-profit entities, the narrative focused on how their support can directly improve the lives of a vulnerable population and align their mission with concrete actions of social impact and that in turn could increase their fame thus having a return not economically but rather morally (Lewis, 2019).

Development of Sponsor Materials:

A value proposition was created that highlighted how the NGOs' support would directly contribute to social welfare and strengthen their mission of generating positive impact in the senior community. Tools such as PowerPoint and Canva were used to develop presentations that highlighted the alignment between the NGOs' goals and the expected outcomes of the Neighborhood Club initiatives (Graham, 2023). Presentation materials were customized to highlight how sponsorship of club activities could help NGOs meet their social and community responsibility goals for each year. Impact stories and statistics demonstrating the moral and social value of sponsorship were included (Nonprofit Hub, 2023).

Integration of Testimonials and Success Stories:

Testimonials were integrated from Neighborhood Club members who directly benefited from NGO-funded activities. These testimonials served as background and helped build an emotional and social connection demonstrating how NGO support can transform lives (Graham, 2023). The narrative focused on showing how club activities aligned with NGO goals, highlighting how these activities not only improve the quality of life for older adults, but also contribute to the empowerment of the population (Lewis, 2019).

3.3. Innovative and disruptive nature of the service

3.3.1 Case studies

A comprehensive review of technologies and case studies related to the above proposed solutions was conducted to determine their innovation and disruption in the current global senior living landscape.

Review of Patents and Related Technologies:

Several emerging technologies were identified in the field of senior transportation and intergenerational integration. One significant focus is the use of artificial intelligence (AI) in personalized, autonomous transportation designed to improve accessibility and safety for older adults by providing transportation options that prioritize their comfort and well-being (AI & Elderly Care, 2024). Tailored smart home technologies for seniors were also reviewed, where AI plays a crucial role in monitoring health and safety and linking with accessible transportation solutions.

Case Study Review:

Intergenerational Programs Case Study:

Milken Institute - Scaling Intergenerational Solutions: This case study analyzes programs that connect different generations through collaborative activities, such as mentoring and community projects, that have been shown to improve social cohesion and reduce loneliness in older adults. The report suggests that integrating intergenerational solutions has a significant impact on the mental health and well-being of older adults (Milken Institute, 2024).

Innovations in Horticultural Therapies for Older Adults:

Taylor & Francis - Horticultural Therapy in Intergenerational Programs: A case study published by Taylor & Francis examines the use of horticultural therapy as part of a multidisciplinary approach in intergenerational programs. This approach has shown benefits in the emotional and physical well-being of older participants, especially when integrated into programs that connect youth and older adults in joint activities (Taylor & Francis, 2024).

3.3.2 Justifying the Innovativeness or Disruptiveness

To support why consider our solutions to be innovative and disruptive, need to analyze several key aspects. Innovation and disruption are not only based on the novelty of

the technology, but also on how these characteristics allow for an optimal change in the way problems are addressed in the current landscape.

Innovation in the Integration and Application of Technologies:

Our proposal is innovative because it integrates advanced technologies that are revolutionizing the world, such as artificial intelligence (AI) applied to personalized transportation and effective smart home systems, to create a holistic solution that improves the lives of older adults. Integrating these technologies does not simply represent an incremental advance but radically transforms how access to essential services and community activities is provided. For example, would use AI-powered autonomous vehicles to facilitate transportation for seniors, an emerging technology that not only improves accessibility but also personalizes the user experience, addressing their specific needs in real time. This approach is not commonly found in current solutions, which tend to treat transportation and social participation as separate problems (AI & Elderly Care, 2024; Design for Innovation, 2024).

Disruptive Approach and Social Impact:

The disruptive approach of our solution addresses how combines multiple traditionally isolated services such as television, newspaper, etc. into a single integrated program. Integration not only improves effectiveness, but also helps us redefine how communities' approach social inclusion and mobility for seniors. In terms of impact, our solution has the ability to be scaled and replicated across diverse communities, which expands its reach and makes it a powerful tool to address social isolation and accessibility issues globally. This replication capacity is a key factor in disruption, as it allows the solution to have a transformative effect beyond its initial implementation (Milken Institute, 2024; Occhiuto, 2022).

Paradigm Shift in Social Responsibility:

Finally, consider that our proposal is also disruptive from a point of view of social responsibility and moral profitability. By linking intergenerational activities with advanced technological solutions, redefining how NGOs and other non-profit entities can get involved and help us improve the quality of life of older adults. Given this approach, it not only generates a direct impact on the community, but also allows us to create a new model for collaboration between technology and social responsibility, which could inspire new initiatives in the future and serve as an example for more districts in the city of Lima (Design for Innovation, 2024).

3.4. Value proposal

3.4.1 Exploring User's Joys and Frustrations

Elaborate on the different aspects of user experience, including the satisfactions, frustrations, and tasks (jobs) that our target users face. Will also see how our solution acts as a satisfaction generator for the frustrations they face.

User Understanding:

Our primary users are seniors who face challenges related to social isolation, limited mobility, and lack of access to community activities. Their experiences can be seen in the following aspects:

Satisfactions:

Older adults find satisfaction in meaningful social interactions, whether through community activities, family gatherings, or intergenerational programs. These interactions provide them with a sense of belonging and reduce feelings of loneliness. Meaningful connections are particularly important as they contribute to their emotional well-being and overall life satisfaction (Holt-Lunstad, 2010). Participating in activities that are aligned with their interests, such as arts and crafts, gardening, or group exercise, provides them with satisfaction and a sense of purpose. Accessible activities, designed with their physical and

cognitive limitations in mind, allow them to participate fully without feeling overwhelmed or excluded (Club del Vecino, personal communication, August 2024).

Satisfaction Generators:

Through organized intergenerational activities and community events, our solution fosters meaningful social connections at the Club del Vecino. By creating opportunities for seniors to interact with younger generations, help them feel valued, connected and engaged with their community and family environment. These activities not only keep them busy, but also provide emotional satisfaction, contributing to their sense of belonging and satisfaction with life (Milken Institute, 2024). Additionally, by offering a variety of activities that are tailored to the interests and abilities of older adults, our solution ensures that they can participate in activities that bring them satisfaction and joy. These activities are designed to be physically and mentally accessible, ensuring that all participants can fully engage without feeling overwhelmed.

Relievers:

With the integration of AI-powered autonomous transportation, alleviate mobility challenges that prevent older adults from accessing community activities and services. This innovation not only makes it easier for them to get around from all points in Surco far away but also improves their independence, reducing their dependence on others and improving their quality of life (AI & Elderly Care, 2024). Personalized befriending services ensure that each individual feels connected and supported, addressing the emotional and psychological impacts of isolation (Cacioppo & Patrick, 2008). Also recognize the financial constraints faced by many older adults and have designed our services to be affordable and accessible by offering subsidized or free services, and by partnering with local organizations for sponsorship, ensure that financial barriers do not prevent older adults from accessing the support they need.

3.4.2 Demonstrating the Alignment Between the Solution and User Needs

Alignment with User Needs:

The integration of autonomous transportation technology directly addresses the frustration of limited mobility, giving older adults the freedom to participate in community activities and maintain social connections. This technology is easy to use, ensuring that even those with limited technical skills can benefit from the service, given that they are not very digitally savvy. The focus on intergenerational programs and community activities aligns with users' desire for meaningful social interactions, addressing both their satisfaction with social connection and their frustration with isolation (Milken Institute, 2024). Furthermore, by offering services at a reduced cost or through sponsorship, remove financial barriers that may prevent older adults from participating in activities or accessing support services.

Effective Problem Solving:

Our solution effectively alleviates the major pain points facing older adults. By providing mobility solutions and fostering social connections, directly address the challenges of isolation and immobility. The satisfaction-generating aspects of our solution ensure that older adults can participate in fulfilling activities that improve their quality of life. In addition, our focus on affordability ensures that our services are accessible to all, regardless of their financial situation (Holt-Lunstad, 2010; AI & Elderly Care, 2024).

Holistic Approach:

By combining technological innovation with the commitment of the Municipality of Surco our solution provides a holistic approach to improving the lives of older adults. This holistic compatibility between the solution and the user's needs makes it a powerful tool for improving the well-being of older adults, ensuring that they can live with greater independence, satisfaction and dignity.

3.5. Minimum Viable Product (MVP)

Then outlined the development process of our Minimum Viable Product (MVP), detailing the iterations and improvements made to the prototypes based on feedback and testing already conducted at the Club del Vecino, Surco. The goal was to ensure that our final MVP effectively met the needs of the users, providing a viable solution that could be scaled and replicated.

Initial Prototypes

Prototype I: Intergenerational Activities.

- Goal: The first prototype focused on creating intergenerational activities that fostered meaningful connections between older adults and younger generations. Activities included storytelling sessions, collaborative art projects, and mentoring programs.

- Feedback: Initial feedback highlighted the need for more varied activities to meet different interests and energy levels among seniors. Some users found the storytelling sessions too exhausting, while others preferred less interactive activities.

- Iteration: Based on this feedback, diversified the activities to include less demanding options, such as guided painting sessions and passive participation activities, such as listening to music or watching movies together.

Prototype II: Workshop Sponsorships

- Objective: The second prototype sought to secure sponsorships to offer low-cost or free workshops for older adults. The workshops covered various topics, including wellness, use of technology, and creative arts.

- Feedback: Users appreciated the initiative, but concerns were raised about the consistency and sustainability of the sponsorships. In addition, some workshops were perceived as too advanced for certain participants.

- Iteration: Refined the sponsorship model to focus on long-term partnerships with local businesses and NGOs, securing funding.

Prototype III: Marketing Campaign

- Goal: The third prototype consisted of a marketing campaign to increase awareness of community services available to older adults. The campaign included digital marketing, print materials, and community events.

- Feedback: The campaign was successful in raising awareness, but feedback indicated that some older adults were not effectively reached, particularly those with less technological skills.

- Iteration: The campaign was expanded to include more traditional methods, such as mailing flyers and radio ads, which were more accessible to the senior demographic.

Prototype IV: Transportation Services

- Objective: The fourth prototype provided transportation services to help older adults access community activities and services. The service included a fleet of accessible vehicles and flexible schedules.

- Feedback: Although the service was well received, users noted that the schedules were sometimes inconvenient, and the service area was limited.

- Iteration: Expanded the service area and introduced a more flexible scheduling system, allowing for last-minute bookings and adjustments as needed.

Iteration Process:

Each iteration was marked by senior citizen feedback sessions and reviews of the 2 sprints performed. These reviews allow the product to be continuously adjusted based on changing user needs and environmental conditions, which reinforces the flexibility of the

iterative approach (Atlassian, 2024). In addition, the iterative process offers advantages such as reduced modification costs, early identification of problems, and continuous improvement in each cycle (Smartsheet, 2024). Regular reviews allowed progress to be analyzed and immediate adjustments to be made based on the feedback received. These cycles helped identify defects and ensure functionality met expectations. Throughout the process, the focus was on keeping user satisfaction at the center of the iterations, which allowed the solution to evolve according to their needs and preferences.

Final MVP:

The final Minimum Viable Product (MVP) integrated the best elements of each prototype, resulting in a scalable and replicable solution in different communities.

Features:

- Intergenerational activities tailored to different energy levels and interests.
- Sustainable sponsored workshops, accessible to users.
- Multi-channel marketing strategy to maximize reach.
- Accessible and flexible transportation services to improve user mobility.

Impact:

The MVP successfully addressed the main difficulties of older adults, such as social isolation and lack of mobility, by offering a practical and sustainable solution to improve their quality of life. Regular iterations and feedback loops were instrumental in refining the MVP, enabling agile development focused on the real needs of the users.

Chapter IV: Business Model

This chapter outlines the business model that supports the Club del Vecino initiative and focuses on how the service creates, delivers and captures value. The

model addresses the social isolation and loneliness of Surco's elderly population through a combination of targeted activities and sustainable practices. The key elements of the business model are explored, including the business model canvas, financial viability, scalability and social sustainability.

4.1 Business Model Canvas

The Business Model Canvas serves as a strategic tool that represents the key components of Club del Vecino's approach. It includes the value propositions, customer segments, key activities and revenue streams that all work together to combat the social isolation of seniors in Surco.

4.1.1 Presentation of the Business Model

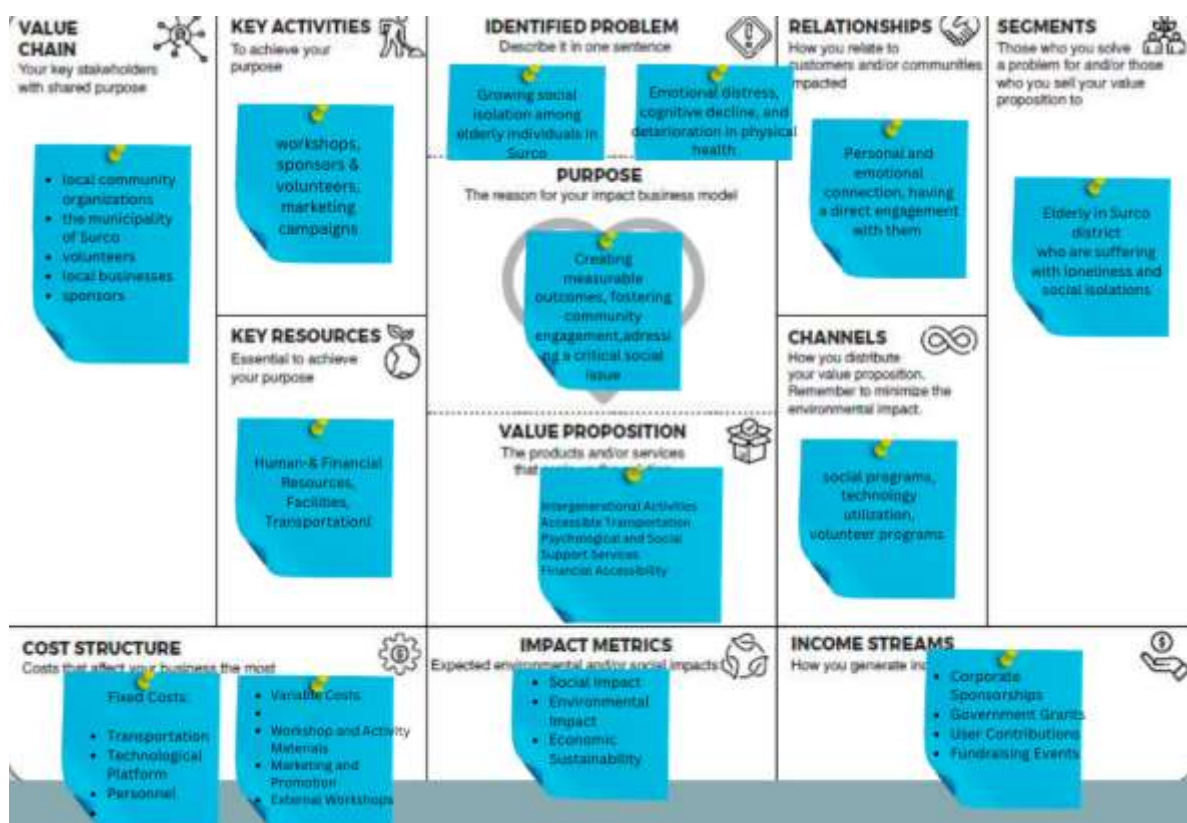


Figure 2: Business Model

A business model is a conceptual framework that describes how a company creates, delivers, and obtains value. It enumerates the fundamental components and linkages that constitute a successful business. Client categories, value propositions, channels, customer relationships, revenue streams, significant partnerships, critical resources, significant activities, and cost structures are all components of a business model. Each of these components is crucial to the overall functioning of the company as they work together to define the organization's market interactions and revenue-generating tactics (Trkman, P. & Dasilva, C., 2013).

The Club del Vecino's suggested business plan takes a holistic approach to tackling social isolation and loneliness among Surco's senior population. The approach mixes accessible transportation, inexpensive seminars, intergenerational events, and focused marketing to provide a comprehensive solution that enhances older individuals' social integration and quality of life in the community. The Club del Vecino's suggested business plan aims to solve the urgent problem of social isolation and loneliness among Surco, Lima's senior population. The model's primary goal is to establish a nurturing atmosphere that encourages older individuals' social engagement, emotional health, and sense of community. The plan of intergenerational activities is one of the main elements of the business concept. The goal of these events is to promote meaningful relationships and the sharing of experiences and information between people of different ages. Moreover, the Club del Vecino can foster a feeling of community and common purpose by incorporating both younger and older generations. Some examples of intergenerational activities are joint art projects to improve community relations and mentoring programs where senior citizens impart their expertise and experience to younger people (Club del Vecino, personal communication, August 2024).

Implementing workshops suited to senior citizens' interests and needs is another essential component of the concept. The themes covered in these seminars will be very diverse, ranging from wellness and health to arts and crafts. To guarantee accessibility, Club del Vecino will look at partnering with government programs and non-profits, as well as seeking sponsorships from nearby companies. The programs will draw a larger audience and be more inclusive if participants' financial burden is lessened. In order to secure project sustainability, collaborations with NGOs and government initiatives are investigated, and customized sponsorship packages are created to draw in local companies interested in sponsoring the Club del Vecino seminars (Club del Vecino, personal communication, August 2024).

Furthermore, a thorough marketing effort is included in the business plan to further increase the Club del Vecino's effect and reach. This campaign aims to increase public awareness of the club's activities and the significance of treating social isolation among the elderly by utilizing a variety of channels, such as internet platforms, community outreach, and local media. The Club del Vecino can successfully lessen the stigma attached to loneliness and attract more older persons to engage in its events by actively interacting with the community and potential members. This marketing plan includes visually attractive marketing materials for seniors and their families as well as a distribution strategy that combines conventional and digital media (Jaramillo, J, 2014).

The business plan also acknowledges the significance of accessibility in maintaining Club del Vecino's diversity. In pursuit of this goal, the model incorporates the delivery of transportation services customized to meet the requirements of senior citizens. Encouraging more older persons to participate in the club's events despite physical restrictions or mobility issues can be accomplished by providing them with dependable and easily accessible transportation choices. With accessible vehicles ideal for those with limited mobility, certain

transit routes and schedules are made to make it easier for individuals to visit the Club del Vecino (Lin, D & Cui, J, 2021).

4.1.2 Demonstrating the Internal Consistency of the Business Model

The Club del Vecino's suggested business model's internal coherence is reinforced by its well-organized structure, which unites all elements in the pursuit of the shared objective of lowering social isolation and loneliness among the elderly in Surco, Lima. Since every component of the business model is interrelated, it is possible to guarantee that the tactics used will both successfully meet the demands of the target market and be financially viable (Club del Vecino, personal communication, August 2024).

The business strategy is based on a distinct value proposition that prioritizes social contact and community involvement. The research has identified the key reasons of social isolation, which the Club del Vecino actively tackles by providing seminars, intergenerational activities, and transportation services. These services are tailored to meet the demands of the senior population, which guarantees the club's continued relevance and influence. For example, intergenerational activities facilitate information sharing as well as social interactions, which is especially advantageous for participants of all ages. The club's objective is made more successful overall by the synergy amongst its services (Samaritano, A & Mireya, J, 2019).

The internal coherence of the company model is reinforced by its financial structure. The Club del Vecino guarantees a solid financial base by combining a variety of revenue streams, including membership fees, sponsorships, and grants. This multifaceted strategy reduces the dangers connected to depending just on one source of income and gives flexibility in adapting to the ever-changing requirements of the community. Additionally, the cost-control measures, such as enlisting volunteers and forming alliances with neighborhood

organizations, make sure that running costs stay within reasonable bounds. Because of its prudent financial management, the club is able to devote more funds to community participation and program growth (Lin, D & Cui, J, 2021).

Another important element supporting the model's internal integrity is its emphasis on community engagement. Through its active engagement with local companies, non-governmental organizations, and community people, Club del Vecino cultivates a feeling of communal ownership and collaboration. By encouraging community people to sponsor, volunteer, or participate in events, this participative strategy not only raises the club's profile but also helps it succeed. Feedback from the ideation and prototype development stages supports this community-centric approach even more, emphasizing how crucial it is to customize services to the unique requirements and preferences of Surco's senior population (Jaramillo, J, 2014).

Internal consistency of the business model is guaranteed throughout time by its iterative nature, which is defined by continuous feedback and change. Ongoing enhancement is made possible by the club's dedication to routinely evaluating the success of its initiatives and asking members for feedback. Remaining relevant and making sure that the programs provided successfully address social isolation and loneliness depend on this responsiveness to community needs. For example, adding mental health support sessions as users requested shows the club's commitment to changing its programs in response to user input and improving its overall effect (Club del Vecino, personal communication, August 2024).

4.2. Financial viability of the Business Model

An organization's ability to bring in enough money to pay off debt, pay operational costs, and sustain expansion while maintaining service levels is referred to as financial viability. It is an essential indicator of an organization's capacity for long-term viability and

efficient operation. The creation of revenue, managing cash flow and debt, profitability, financial forecasting, and market stability are all important components of financial viability. It is vital for organizations to generate sufficient income, efficiently handle cash flows, settle debt, sustain a profit margin, assess several financial situations, and comprehend their clientele and industry dynamics (Mahmud, A et al, 2024).

The Club del Vecino business model's ability to create income and remain sustainable while tackling the social isolation of the senior population in Surco, Lima, is made possible by several important aspects. To improve financial stability, the model first includes a variety of income streams. A fundamental source of funding, membership fees will enable members to make a financial contribution to the organization and develop a feeling of connection and ownership. Additionally, in order to secure necessary money for seminars and other events, the Club del Vecino will actively seek sponsorships from nearby companies. Participants' financial burden is lessened by this strategy, which also fosters a mutually beneficial connection by encouraging local businesses to interact with and support the community. Another level of financial assistance that guarantees the club can function well even in its early phases is the possibility of obtaining funding from government programs and non-governmental organizations that work to improve the well-being of the older population (Jaramillo, J, 2014).

The second goal of the business model's cost structure is to reduce costs while increasing efficiency. The Club del Vecino can obtain resources and services at a lower cost by utilizing alliances with nearby companies and organizations. Workshops can be sponsored, for instance, by nearby craftsmen or medical experts, giving participants access to top-notch instruction without having to pay hefty costs. Furthermore, the club may further save expenses by using volunteers to handle administrative and event planning duties, freeing

up funds for program development and community involvement. The model's overall financial sustainability is improved by this methodical approach to cost control (Lin, D & Cui, J, 2021).

Furthermore, there is a rising demand for the services provided by Club del Vecino due to the growing recognition of the significance of social and mental well-being for the senior population. There is a growing need for social engagement options in Surco as the population of older persons keeps growing. Research shows that social isolation among seniors is a serious problem that contributes to increased healthcare expenses and a general decrease in quality of life, which supports this trend (Cacioppo & Cacioppo, 2018). The Club del Vecino can guarantee its long-term financial viability by cultivating a consistent stream of members and funds by presenting itself as an essential tool for overcoming loneliness (Club del Vecino, personal communication, August 2024).

Its financial viability is further improved by the scalability of the company concept. The Club del Vecino may repeat its effective tactics in other districts dealing with comparable issues as it establishes itself in Surco. Along with creating more chances for income, this growth potential also makes it possible to exchange resources and best practices among several sites. The organization may use economies of scale in marketing, operations, and resource allocation by establishing a network of clubs, therefore strengthening its financial base. The Club del Vecino is seen as a financially sustainable project with the potential to make a major difference in the lives of senior citizens living in the neighborhood due to its many revenue streams, effective cost management, market demand, and scalability (Jaramillo, J, 2014).

A comprehensive financial scheme comprising a precise fixed cost plan, various income sources, strategic alliances, and cost-effective solutions supports the Club del Vecino business model's financial stability. This initiative's ability to address the urgent problem of

social isolation and loneliness among the senior population in Surco, Lima, is ensured by its diverse approach. A key element of the Club del Vecino's financial sustainability is its set cost plan, which guarantees the organization's capacity to run responsibly while meeting the requirements of Surco, Lima's senior population. This plan allows for efficient resource allocation and budgeting by outlining the necessary costs that the club will incur.

Understanding these fixed expenses can help the business plan its revenue-generating initiatives more effectively and maintain its financial stability (Jaramillo, J, 2014).

The facility expenses, which comprise the rent or maintenance charges for the area where the events will take place, are one of the key fixed expenditures. To reduce these costs, Club del Vecino may decide to collaborate with already-existing community centers or lease a specific area. The club can find a location that suits its purposes without going over budget by negotiating advantageous conditions with neighborhood organizations. This calculated strategy not only helps keep costs under control but also promotes community involvement, increasing the club's exposure and outreach (Club del Vecino, personal communication, August 2024).

Salaries paid to employees are another important fixed expense. Although the club strives to use many volunteers, it could be necessary to have a small paid staff to manage operations and efficiently plan events. Hiring a part-time manager to handle administrative work and event planning, along with providing administrative assistance for member questions and correspondence, might be one way to do this. The Club del Vecino may guarantee that it runs effectively while offering its members top-notch services by carefully controlling workforce levels and duties (Club del Vecino, personal communication, August 2024).

Another essential component of the fixed cost strategy is marketing spending. The club will set aside money for marketing programs in order to increase public knowledge of

the club and its operations. This covers the price of making advertisements on digital platforms, producing promotional materials, and organizing community outreach programs. To draw in new members and lessen the stigma attached to social isolation, effective marketing is crucial. Through the implementation of focused marketing tactics, the Club del Vecino may optimize its outreach endeavors and guarantee its outreach to the senior population residing in Surco (Club del Vecino, personal communication, August 2024).

In the event that the club offers member transportation, transportation services could also have fixed charges. This covers possible reimbursement for volunteer drivers as well as costs for gasoline and car upkeep. For older persons to be able to participate, especially those with mobility issues, it is imperative that transportation be dependable and easily accessible. Through early scheduling and route planning, the Club del Vecino may effectively control these expenses while guaranteeing that members can readily participate in club events (Samaritano, A & Mireya, J, 2019).

Ultimately, utility and insurance costs need to be factored into the fixed cost plan. Liability and property insurance are necessary for the club to guard against any hazards that come with running a community center. The budget also has to account for utility expenditures, such as those for internet, water, and power, in order to maintain the facility's functionality and members' comfort. The Club del Vecino may create a complete financial plan that supports its goal of reducing social isolation and loneliness among the elderly in Surco by carefully evaluating these fixed costs (Club del Vecino, personal communication, August 2024).

4.3 Scalability/exponentiality of the Business Model

Scalability is an important problem in many domains, such as business models, cloud computing, and organizational development. Businesses need scalability to grow, adapt to

shifting market needs, and maximize resource efficiency to reduce costs. It makes it possible for businesses to adapt to changing circumstances, seize opportunities, and prosper in a changing environment. A number of crucial elements that show the Club del Vecino business model's ability to develop and change in response to the escalating demands of the senior population in Surco, Lima, and elsewhere lend credence to its scalability and exponential potential. In addition to addressing current issues with social isolation, the goal of this model is to provide a framework that may be used to other communities dealing with comparable difficulties (Lund, M. & Nielsen, C. 2018).

The essential replicability of the Club del Vecino business model is one of the main reasons it is scalable. The main services and programs provided, such seminars, transportation services, and intergenerational programs, are easily adaptable and implementable in other cities or districts with comparable demographics. The need for community-based strategies to address loneliness will only grow as the number of older people living in metropolitan areas rises. The Club del Vecino can reach a wider audience by creating a tested framework that other communities may use and modify to fit their unique requirements. This flexibility guarantees that the offered solutions continue to be applicable and efficient while also increasing the possibility of expansion. Moreover, the Club del Vecino model's scalability is reinforced by the use of technology. Digital platforms may be used for marketing, outreach, and even for conducting online courses and activities. The club may reach a wider audience with this strategy, including those who might not be able to attend events in person because of mobility challenges or other limitations. The Club del Vecino can engage members who live far away or are reluctant to join in traditional venues by providing online tools and activities. This technical improvement raises participation rates and establishes the club as a progressive entity that can adapt to the changing demands of its members (Club del Vecino, personal communication, August 2024).

Furthermore, the scalability of this model is further facilitated by its emphasis on partnerships and community participation. The Club del Vecino may access current resources and networks, promoting development and expansion, by working with neighborhood companies, non-governmental organizations, and governmental bodies. These collaborations can provide the club access to more resources, knowledge, and volunteer assistance, allowing it to expand its services and help more people in need. The approach may draw further funding and support as it becomes popular and proves its viability, starting a positive feedback loop that promotes development and community participation. In addition, Scalability is supported by the Club del Vecino model's finance structure. Through a variety of funding sources, including grants, sponsorships, and membership fees, the club can guarantee a solid financial base that permits growth. The club may improve its influence by producing new programs and services with the additional cash it receives as it expands and gains more members. Furthermore, when the club's profile rises, there may be opportunities to get larger donations and sponsorships, which will give the money needed to scale operations successfully (Lake, D., Marshall, D.J., Carducci, R. & Thurnes, T., 2022).

4.4 Social sustainability of the Business Model

The Club del Vecino business model's social sustainability is reinforced by its emphasis on diversity, dedication to building long-term connections among members, and alignment with community needs. Through tackling the underlying factors that contribute to social isolation and loneliness among senior citizens in Surco, Lima, the club establishes a structure that enhances personal wellbeing while fortifying communal bonds. The Club del Vecino was created specifically to cater to the requirements of Surco's senior population, a group that is becoming more and more susceptible to social isolation. The research makes clear that a significant number of the area's older citizens feel abandoned as a result of

shifting family dynamics and urbanization, which frequently results in less social engagement. The club actively addresses these requirements by providing chances for social participation and emotional support through a range of programming, including workshops and intergenerational activities. This focused strategy makes sure the club stays relevant and successful in preventing loneliness, which eventually improves the members' general well-being. A key component of the Club del Vecino's business strategy is inclusivity. All senior populations are aggressively sought after by the club, even those with low financial means or mobility issues. All people, regardless of socioeconomic background, may participate in the club's programming since it offers reasonable membership costs and transportation services. Furthermore, it shows a dedication to comprehending and meeting the many requirements of the elderly since community members' input was included in the ideation process. In addition to increasing engagement, this inclusive strategy helps members feel like they belong, which is crucial for social sustainability (Club del Vecino, personal communication, August 2024).

Building enduring relationships among its members is a top priority for the Club del Vecino since it's essential to building a welcoming community. Through a variety of activities, the club promotes frequent encounters and the development of friendships and support systems among its members. These connections are essential for promoting a sense of community and reducing feelings of loneliness. This dynamic is further enhanced by the club's emphasis on intergenerational events, which bring people of all ages together and foster understanding and cooperation. This focus on developing relationships strengthens the community's social fabric and guarantees that its members have a solid support network. The goal of the Club del Vecino is in line with the Sustainable Development Goals (SDGs) of the UN, especially Goal 3, which is about guaranteeing healthy lifestyles and fostering wellbeing for people of all ages. The club supports the larger sustainable development strategy by reducing social isolation and the health concerns that go along with it. The club helps reduce

the hazards associated with loneliness by offering a social interaction platform. The detrimental effects of loneliness on mental and physical health have been extensively studied. The club's legitimacy is increased, and possible alliances and financing possibilities are drawn to it as a result of its connection with global aims, which also contributes to its sustainability. In summary, the Club del Vecino business model's social sustainability stems from its capacity to meet community needs, advance inclusion, cultivate enduring connections, and coordinate with sustainable development objectives. The club not only enhances the well-being of its members but also fortifies the Surco neighborhood by providing a nurturing atmosphere for the senior population. By taking a holistic approach, the Club del Vecino may continue to be a crucial resource in the fight against social isolation and loneliness, which will ultimately lead to a healthier and more cohesive community (Parra, A, 2017).

Conclusions

In conclusion, the report analyzed possible strategies and assumptions to combat social isolation among older people in Surco. The focus was on creating accessible and inclusive participation opportunities through the Club del Vecino. The project identifies viable methods to address the issue of loneliness, which is a growing problem for the elderly population. The proposed strategies, including intergenerational activities, workshop sponsorships, marketing campaigns and transport services, are intended to provide a framework for future initiatives. These solutions have been developed based on a detailed analysis of the social and demographic challenges faced by older people in Surco and are aligned with global goals such as the Sustainable Development Goal 3 on health and well-being.

The report provides a basic blueprint for tackling the problem, which clearly has the potential to develop these strategies into practical solutions. However, it is important to point out that these approaches are speculative, and their effectiveness has yet to be tested through actual implementation. The proposed model is designed to ensure financial and social sustainability and provide multiple potential revenue streams to support and secure ongoing activities.

Although the report does not present results from the field, the lessons learnt provide a solid basis for potential pilot projects. The proposals could be further refined through stakeholder engagement and real-world testing to verify their feasibility and effectiveness in reducing social isolation among older people in Surco.

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Appendices

Appendix 1: Interview 1

During our research, conducted interviews with staff, volunteers and older participants of the 'Club del Vecino' in Surco. These interviews were important to understand the day-to-day experiences and challenges faced by older people in the community.

The staff and volunteers provided valuable insights into the day-to-day running of the club and the activities on offer. They emphasized the importance of creating a supportive and engaging environment for older people, particularly through group activities. The activities were specifically designed to counteract social isolation, a common problem among Surco's elderly population. The club's staff also spoke about their ongoing endeavours. Funding is also an important issue. This is in line with the financial challenges that many older people face, which prevent them from fully participating in social activities outside the club.

In addition, participants emphasized their frustrations due to loneliness, even when living with family members. Many older people noted that although they were surrounded by people, they often felt isolated as their family members led busy lives and were unable to provide them with constant company. This realization reinforced the need for external social activities that could provide a sense of community outside of the home environment. Many older people stated that physical limitations sometimes prevented them from fully participating in club activities, which added to their sense of isolation.

To summarize, these interviews paint a comprehensive picture of the challenges of social isolation faced by older people in Surco. They also served as a basis for the design and development of community-based solutions, particularly the importance of accessible

activities, transport and affordable workshops to alleviate feelings of loneliness and improve overall wellbeing.

Appendix 2: Interview 2

As the organizer, Ines stated that she agreed with the options put up to reduce senior social isolation. But she did bring out a crucial detail about the website's intended audience: the focus should be on the family members of the elderly. It has been observed by the author that there is a greater likelihood of relatives using technology to communicate and help their senior family members.

The significance of accessibility in transportation services was underscored by Ines, who recommended that the website encourage the utilization of inclusive transportation alternatives like buses and taxis, which are comparable to those found in Miraflores. She suggested funding these services by forming alliances with taxi apps, which would gain from being advertised on the website and would also profit from the publicity this would provide. As such.

The senior members of the club that we spoke with at the various branches offered helpful criticism, indicating that they were happy with the present projects but advocating for improvements in some areas. His argument, which emphasized the importance of continuing education and assistance for the elderly, was to introduce more seminars on health care-related themes. He made the argument that holding frequent health-related seminars might improve older people's general well-being and assist address the problems they encounter on a daily basis.

He also emphasized the significance of raising public knowledge of the clubs and services that Surco's senior citizens now have access to. Though they are in close proximity to these

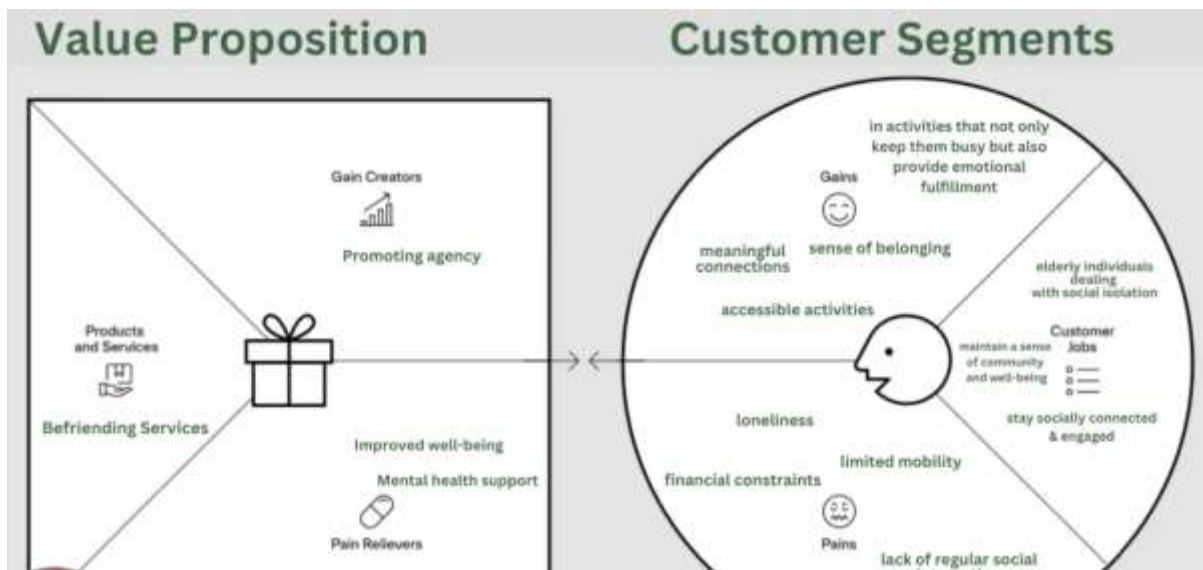
resources, he pointed out that many locals are ignorant of their existence. What could be better, he said, is that most services provided in the region are free.

Appendix 3: 6x6 Canvas

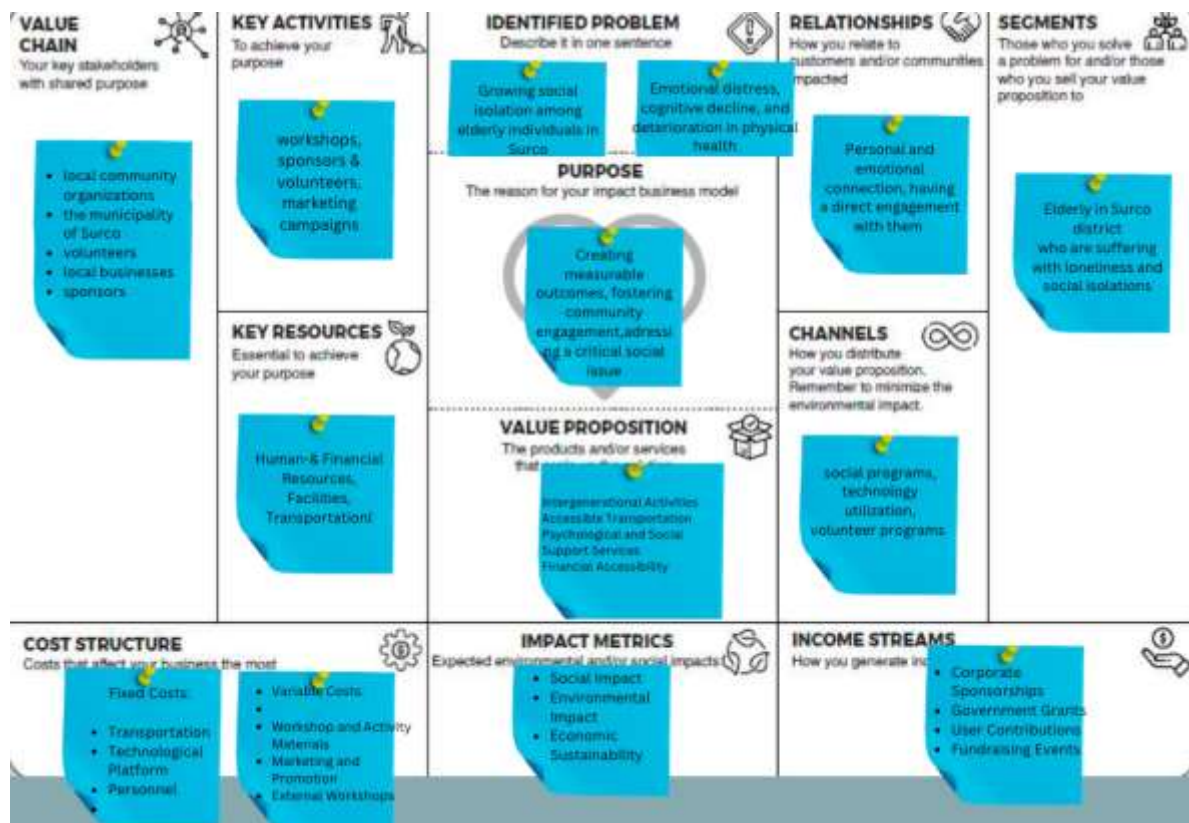
6x6 Canvas

OBJECTIVE			NEEDS		
<p>Enhance the overall quality of life for the elderly in Surco by fostering social interactions, providing engaging activities, ensuring accessibility, and offering emotional support. This aims to combat loneliness, boredom, and social isolation while improving their mental and emotional well-being.</p>			<p>The elderly need increased social interactions because they feel lonely despite living with family. The elderly need more engaging activities because they easily get bored. The elderly need access to these activities without significant cost because they have limited incomes. The elderly need greater visibility of the club's programs to know and participate in available activities. The elderly need better accessibility to the club's activities due to mobility issues. The elderly need better emotional support to feel accompanied and supported in their daily lives.</p>		
1	2	3	4	5	6
How can we increase social interaction among the elderly?	How can we make the club's activities more engaging for the elderly?	How can we reduce the financial barrier for elderly participation?	How can we increase the visibility of the club's programs and activities?	How can we make the club more accessible for elderly people with mobility issues?	How can we improve the emotional support provided to the club's members?
Organize weekly social events like community meals and game nights, including interactive activities such as bingo, karaoke, and dancing.	Introduce intergenerational activities where seniors interact with young volunteers, such as mentoring programs, technology classes, or collaborative art projects.	Secure sponsorship from local businesses and organizations to fund free or subsidized workshops, offering companies community visibility and recognition in return for their support.	Launch a marketing campaign targeting families, caregivers, and the community at large, using local media, social networks, and informational brochures distributed at key locations such as health centers and stores.	Provide adapted transportation services for those with mobility difficulties, including accessible vehicles and trained drivers to assist the elderly.	Establish a buddy system where new members are guided and supported by regular attendees, fostering a sense of community and belonging from day one.
Establish interest-specific clubs (e.g., book clubs, gardening, crafts) that meet regularly, allowing seniors to connect with others who share their passions.	Organize workshops and classes that cater to the interests and skills of the elderly, such as cooking classes, music, theater, and cultural excursions to museums and parks.	Implement a low-cost or donation-based membership system where participants can contribute according to their means and receive additional benefits.	Collaborate with local media and television programs to highlight success stories and participant testimonials, raising awareness of the benefits of the club's programs.	Adapt the club's facilities to be fully accessible, including ramps, elevators, and adapted bathrooms, and offer assistance within the club for those who need it.	Offer counseling sessions and emotional support groups led by professionals, where seniors can talk about their experiences and receive guidance and support.

Appendix 4: Value Proposition and Customer Segments



Appendix 5: Business Model



Appendix 6: Visitations Documentations

