

Individual Adaptation of Information

- crucial for some – useful for all

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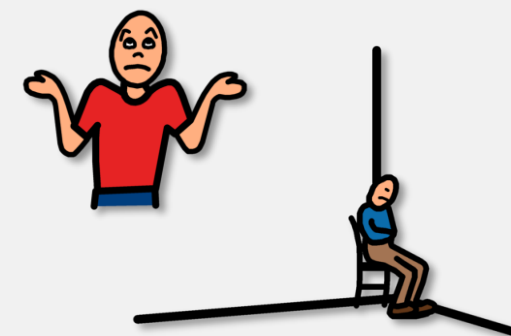
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Problem – Isolation and Lack of Self-Determination

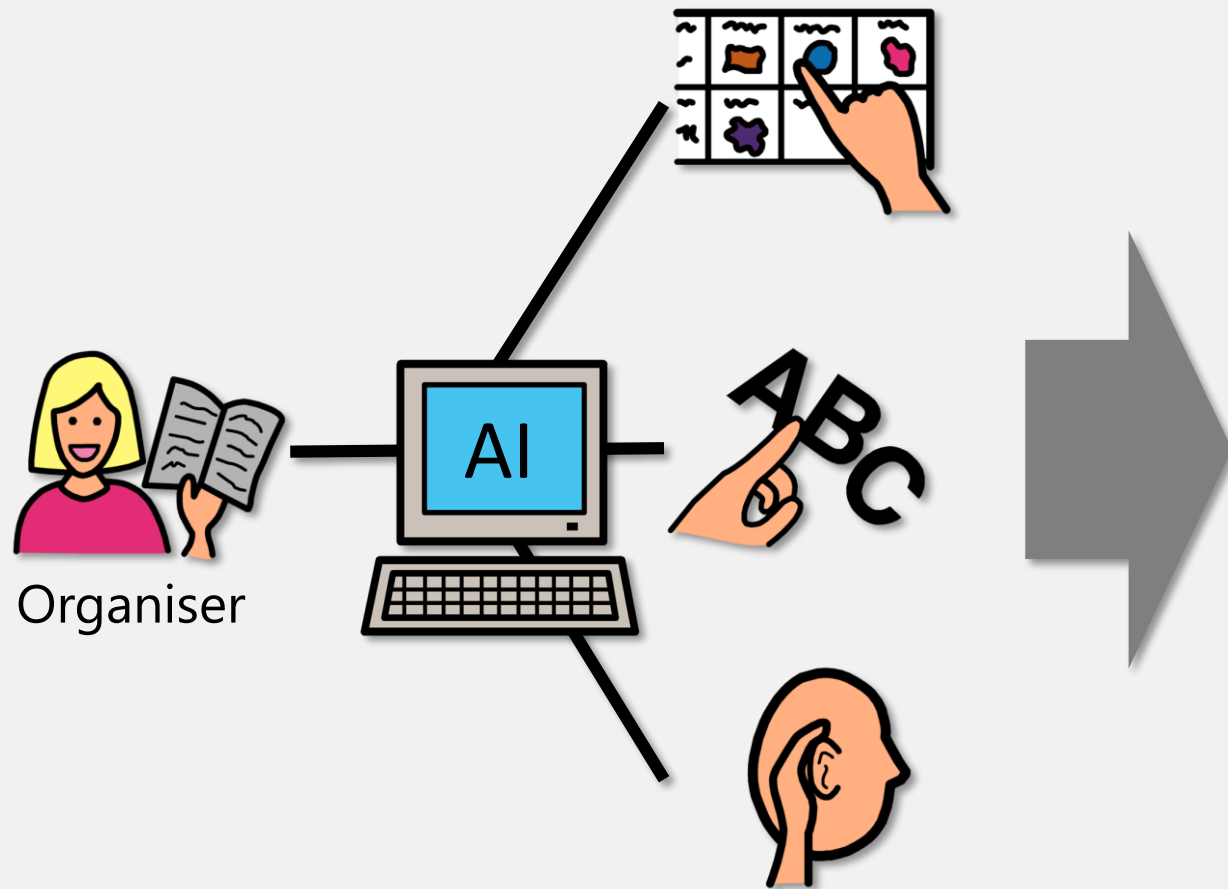
- Persons with disabilities have right to ...
 - receive information on **an equal basis** with others ...
(Article 21)
 - participate in leisure activities on **an equal basis** with others ...
(Article 30)
- = equal opportunities as others



- But, in real world ...
 - Information is non-existing, not relevant or not understandable
 - Persons with disabilities are more isolated, less active and have higher risk of health problems than rest of population
- = reduced quality of life



Solution – Customise Information



Leisure activities – major arena for learning, mastering experiences and social inclusion

Customer Value

- Reach out to new groups
- Get more people active
- Increase inclusion in society
- Improve individual and public health
- Improve quality of life
- Reduce health related costs



To understand and be understood

- *essential for good quality of life*



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