

# 100 reasons to go out – crowdsourcing for people aged 60 plus

On [www.100gründe.at](http://www.100gründe.at) people can post their “reasons to go out” on a platform that makes them accessible to others and open for comment. Within the framework of an interdisciplinary r+d project, PlanSinn managed the user-centred participative site construction process.

[www.100gründe.at](http://www.100gründe.at) was developed jointly with people aged 60 plus within the framework of the research project subsidised by the Austrian Research Promotion Agency FFG under the "benefit" r+d programme. PlanSinn (content) and Ovos (design) were primarily guided by the input from the participants in determining functional features such as the requirements profile and user-friendly functional programming. Three local pilot platforms have been created since 2011. Three dedicated editorial teams support the individual local communities in the districts of Wieden, Hirschstetten and Stadlau, producing their own content as well as adding to and revising entries, particularly with regard to information on access.



**2010 - 2011**

## **Client**

FFG - Österreichische  
Forschungsförderungsgesellschaft für  
[innovatives-oesterreich.at](http://innovatives-oesterreich.at)

## **Partners**

ovos media gmbh  
ICT&S Center

## **Project management**

Posch Johannes (Project coordination)  
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## **Categories**

Research & Development  
Gender & Work