

## **InGero**

The Research Group Interdisciplinary Gerontology (InGero), chaired by Professor Stefan Pohlmann, was founded at the University of Applied Sciences Munich in 2009. The aim of the group is to find research-based answers to urgent questions on old age and ageing. The research focus is on socio-political challenges emerging from the demographic change of the population.

The rapid ageing of the society is accompanied by unprecedented changes in social, health, technological, and global systems, which mean considerable challenges for younger and older people. In order to make better use of the chances for a higher societal and individual life expectancy, we need to be willing to examine existing concepts, services, and products by conducting targeted research. Despite repeated efforts in the past, there is still a lack of approaches concentrating on expanding such established models for and with older people which are proven successful, as well as developing new sustainable strategies and models. The main points of InGero are therefore:

- 1) Enhancing transfer between theory and practice**
- 2) Assuring the quality of existing services**
- 3) Qualifying for the future**
- 4) Developing fitting services**
- 5) Raising awareness and practicing persuasion**