

European Technology Platforms Conference 2010

Workshop D3

Ageing Well: Turning Challenges into Opportunities

Session 4, 12 May, 09h00 - 10.30

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Focus

The trend towards an ageing population is introducing drastic changes into our society. We therefore need to find ways to motivate and assist older people to stay active for longer in the labour market, to prevent social isolation and promote societal inclusion and finally to help people stay independent for as long as possible.

Information and Communication Technologies (ICT) can play a major role in helping achieve these goals. However, we need policies that will help promote the introduction of appropriate solutions for improving the quality of life for elderly people and their carers, greatly increase the efficiency of our care systems and open up new global market opportunities for European industry.

In response to these challenges and opportunities, the European Commission has launched an Action Plan for Ageing Well in the Information Society. This includes measures to raise awareness and share good practice, build stakeholder consensus, promote policies to stimulate innovation in the public sector and overcome technical and regulatory barriers to market development, accelerate take-up and innovation, and boost research

As a result, between now and 2013, the EU, Member States and the private sector will invest more than €1 billion in research and innovation for ageing well: some €600m in the Ambient Assisted Living Joint Programme, an expected €400m in the Seventh Framework Programme and so far more than €60m on large-scale pilot projects in the EU's ICT Policy Support Programme.

The AALIANCE innovation platform has brought together a number of ICT ETPs plus additional stakeholders. Its aim is to develop a common vision of how technology can help tackle the demographic challenge plus a corresponding roadmap and strategic research and innovation agenda involving all relevant stakeholders. This is an essential step to ensure that the investments in R&D will bring forward relevant solutions for ageing well and exploit in future the large market potential.

1. Objectives

- Overall, identify how research and innovation cooperation across technologies can address the ageing challenge and identify how to create a European market area for solutions. In particular:
- Draw up a list of main research and/or innovation lines to be pursued.
- Describe the market potential for their outcome.
- Identify important framework conditions.
- Identify the stakeholders that need to be involved.
- Describe the potential for coordinated action.
- Draw up a list of possible steps forward.

2. Expected outputs

- Research and innovation lines to be pursued.
- Potential for cooperation in research and innovation, including stakeholders.
- Recommendations for addressing the necessary framework conditions and coordination.

3. Speakers

- *Introduction*
Lambert Van Nistelroij (MEP)
- *EU policy in ICT for Ageing Well*
Florin Lupescu, Director INFSO H, European Commission
- *Overview of ICT and Ageing Market Study*
Lutz Kubitscke, Empirica
- *Overview of Danish Finance Ministry Initiative on introduction of welfare technologies in the Danish public sector*
Thomas Børner, Danish Finance Ministry
- *The AALIANCE Roadmap and Strategic Research Agenda on ICT for Ageing Well*
Ger van den Broek, Philips Research, and **Wolfgang Gessner**, VDI/VDE
- *Panel discussion on industry and market perspectives* with representatives from Philips - **Jeroen Wals**; Deutsche Telekom - **Michael Balasch**; Vodafone Group – **Eirini Zafeiratou**, Vernon - **An Nguyen-Dinh**, VDI-VDE - **Wolfgang Gessner**, Danish Finance Ministry - **Thomas B Børner**, European Commission - **Florin Lupescu**

4. Chair and rapporteur

- Chair: **Lambert Van Nistelroij** (MEP)
- Rapporteur: **Andrew Ruck**, Director HealthSystems

5. Useful links

EU Action on Ageing Well in the Information Society

http://ec.europa.eu/information_society/activities/einclusion/policy/ageing/action_plan/index_en.htm

AALIANCE Innovation Platform on ICT for Ageing Well

<http://www.aalliance.eu>

ICT for Ageing Well Study

<http://www.ict-ageing.eu/>

Commission Communication - The demographic future of Europe – From challenge to opportunity/COM/2006/0571 final

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52006DC0571:EN:NOT>

i2010 Initiative

http://www.ec.europa.eu/information_society/eeurope/i2010/index.htm

8 April 2010

Report by Expert Working Group of the European Technology Assessment network (ETAN)
<http://cordis.europa.eu/etan/src/topic-2.htm#reports>