From Challenge to Opportunity

Social Necessity

- Dependency Ratio
  - From 1:4 to 1:2
  - 80+ doubles by 2025

- Cost of Care
  - Up by 4-8% of GDP by 2025

- Human Resources
  - Shrinking work force
  - Lacking 20 million carers by 2020

Major Opportunity

- Empowerment
  - Active Ageing

- New Care Models
  - Integrated care
  - Large Efficiency gains

- Growth and Markets
  - 3000 B€ Wealth
  - 85 Million Consumers and growing
Total care costs of Alzheimer's disease in 2005 was €130 billion for the EU 27 region (7.3 Million people)

ICT solutions can help to:
- Detect disease earlier
- Keep elderly mentally active and delay impact
- Keep elderly at home for longer and improve QoL
- Assist relatives and carers through remote monitoring and tracking => Reduce stress and workload
- Improve efficiency of care
- Reduce costs for society

High social impact and large market opportunity
Social Alarms

Telecare

(Data source: Emperica market study, based on Eurostat demographic projection)

- Large differences in take-up across EU
- ‘Business case’ linked to policies for care responsibilities (public/family)
- Estimated average penetration in Europe ~5% = 4.3 million people
- Strong growth potential
Reinforced Policy Context

Digital Agenda for Europe

- Europe 2020 Strategy on smart and sustainable growth
- European Innovation Partnership on Active and Healthy Ageing
- Action Plan on “Ageing Well in the Information Society”
- Support to Ambient Assisted Living Joint R&D Programme
- eHealth Action Plan
Active and Healthy Ageing Partnership

Policy Areas

- New Knowledge
  - ERA-AGE2
  - JPI
  - More Years Better Lives
    - Alzheimer’s

- New solutions
  - Proven Ideas
    - FP7 Health
    - FP7 eHealth
    - FP7 ICT & Ageing well

- Evidence and innovation guidelines
  - Public Health Programme
    - CIP eHealth
    - CIP ICT & Ageing well
    - AAL

- Deployment support
  - Strucutral Funds
    - EIB
    - ESF
  - National funds

Time to market
EIP-AHA Target:

+2 HEALTHY LIFE YEARS by 2020

A TRIPLE WIN FOR EUROPE

Improving health & quality of life of European citizens, incl. older people

Supporting long-term sustainability & efficiency of Europe’s health and social care systems

Fostering competitiveness & markets for innovative products & services = growth and jobs
EIP on Active and Healthy Ageing

**MAIN AREAS:**
- Prevention & Screening
- Care & Cure
- Active ageing & independent living

**APPROACH:**
- Combining demand and supply sides of innovation
- Building on existing instruments and new ones where necessary
- Ownership of key stakeholder willing to invest
- High-level political commitment
- Very large-scale deployment
- Awareness and best-practice sharing across Europe
Challenge: To tackle the barriers
**Added Value:** Collaborative innovation

- **brining together interested stakeholders from public and private sectors**
- **across the entire innovation value cycle**
- **to cooperate, share same vision and aim to deliver innovative solutions for an ageing society,**
- **responding to their needs and demands**
Added Value: Building synergies

FACILITATING SCALING UP & MULTIPLYING

JOINING UP RESOURCES & EXPERTISE

BRIDGING GAPS & SPEEDING UP INNOVATION PROCESS

IMPROVING FRAMEWORK CONDITIONS
Activities: SIP 6 specific actions

• Action on prescriptions and adherence at regional level

• Personal management of health, starting with initiative on prevention of falls

• Action for prevention of functional decline & frailty

• Replicating and tutoring integrated care for chronic diseases, including remote monitoring, at regional level

• Development of interoperable independent living solutions, including guidelines for business models

• Promoting innovation for age-friendly and accessible buildings, cities and environments
Activities: Invitation for Commitments

261 commitments were submitted.

Meetings were held in June/July in Brussels, in which stakeholders started to define the implementation details of the specific actions. They have formed action groups for each specific action, which are tasked with agreeing action plans to be presented at the Conference of Partners to be held on 6 November.
EU R&D Support

Framework Programme 7 ICT Research

**ICT & Ageing**
- Advanced Prototypes for independent living/active ageing
- Service and social robotics
- Falls and mobility
- Smart environments for early intervention
- Open Systems, Reference Architectures, Platforms
- Support: roadmaps, ethics, standards, International cooperation

Currently >30 projects, 125 M€ funding
AAL Joint Programme

Joint Programme between Member States on market-oriented ICT research in Assisted Living technologies and services

- Applied R&D
- 2-3 years to market
- Total budget +600 M€

5 calls, 60+ projects
AAL JP Focus Areas

Ambient Assisted Living

Surrounding
- Health & Wellness
- Mobility
- Social Interaction
- Working Life
- Information & Learning

Person@Home
- Home Care
- Supply with Goods & Chores
- Safety, Security & Privacy
- Well being Person
- Hobbies
Call 1: Chronic Conditions

Call 2: Social Interaction

Call 3: Self-Serve Society

Call 4: Mobility

Call 5: “Home Care”
EU Innovation Support

**ICT Policy Support Programme**
**Large deployment pilots /TN**

- Assisted living using existing technology
- Focus on evidence, organisation change, guidelines, business models
- Building on Regional activities

14 pilots
+50 Regions
> 12,000 users

- Multiple Chronic diseases
- Cognitive impairment
- Integrated Care
- Fall prevention and detection
- ICT Skills carers

(Call 1-5),
15 M€ in 2007
10 M€ in 2008
7 M€ in 2009
7 M€ in 2010
12 M€ in 2011

Call 6
18 M€
6 projects currently in negotiations (EIP AHA support)
Deployment Projects

Independent Living with Fall prevention, detection & support
FATE
I_DONT_FALL
DISCOVER

Integrated Care and Delivery for Independent Living
IN-CASA
INDEPENDENT
HOME
SWEET
HOME

Independent Living with Cognitive Impairments
SOCIAL
ISISEMD
LONG LASTING MEMORIES

Independent Living with Multiple Chronic Conditions
DREAMING
CLEAR
COMMON WELL
NEXES
T-SENIORITY

Deployment Initiatives
Long Lasting Memories

• From 01/06/2009 to 30/11/2011 with EU contribution: €2.36m

Integrated ICT platform which combined cognitive exercises with physical activity in an ambient assisted living environment

Results:

• Combined physical exercise and Cognitive Training leads to significant improvements in both episodic memory and working memory in the elderly.
• Longer training durations and more training sessions induces stronger improvements of long-term memory function.
• Follow up measurements indicate that LLM effect lasts for 6 months; then users need to repeat LLM before 1 year elapses to continue to reap positive impacts.
• Great interest of public authorities and private institutions
• LLM will be marketed in two offerings, either as a full package or a light one, in order to be able to address a wider market range, of care centres and homes
• Action plans of first actions under Active and Healthy Ageing Partnership (join up) November 2012

• ICT call currently open: Challenge 5: ICT for Health, Ageing Well, Inclusion and Governance (deadline 15 January 2013)

• Horizon 2020 preparation under way

• AAL JP V2 discussion starts

• Major opportunities in ICT for Health and Ageing Well
Further Information

Digital Agenda for Europe
http://ec.europa.eu/digital-agenda

ICT Policy Support Programme
http://ec.europa.eu/ict_psp/

Ambient Assisted Living Joint Programme
http://www.aal-europe.eu/

JPI - More Years – Better Lives
http://www.jp-demographic.eu

Active and Healthy Ageing Partnership
http://ec.europa.eu/active-healthy-ageing

Contact:
CNECT-ICT4ageing (at) ec.europa.eu