EU policy in ICT for Ageing Well

e-Strategies and assisted living: inclusive infrastructure and services

5th International Carers Conference
10 July 2010, Leeds

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EU policy & ageing

- General policy:
  - Europe 2020, demographic policy 2006, 2008
- Social policy
  - June 2010 Council Conclusions on Active Ageing
- Financial policy:
  - April 2009 on retirement age, benefits, care costs
- Innovation policy:
  - coming soon
- **ICT policy:**
  - **2007 ICT for ageing well, May 2010 Digital Agenda**

ICT and Ageing Well action plan (2007)
four action lines for a triple win

Quality of Life – Productivity – Growth

1. **Raise awareness**, **understanding, common approaches**
   - E.g. Ministerial conferences
2. **Remove barriers**
   - E.g. market studies
3. **Accelerate investment** in proven solutions
   - validation & deployment projects, Innovative procurement, regional funds
4. **Prepare for future** through research and innovation
   - 7th Framework and Ambient Assisted Living Programmes

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Examples of innovation

By Geoff Adams-Spink
Age & disability correspondent, BBC News

I2HOME

How everything in your house could be controlled by one device

DOC@HOME

T-SENIORITY

PERSONA

iWalker - An Intelligent Pedestrian Mobility Aid

iWALKER

Examples show benefits

- Increased contact carers – elderly
  - reduced administration
- Increased feelings of wellbeing, security
- Large efficiency gains from ICT in care
  - Savings in hospital beds
  - Delayed entry into care homes
  - Remote monitoring, fewer home checks
- Projections of market growth, innovation

Positive examples, but is it time to accelerate action?

Science & technology

- Health & longevity advances
- New ICT, intuitive, social media
- Pervasive digital information
- High-tech and multi-technology
- Leap in reliability, simplicity, integration
- Inclusive infrastructures

ageing

Consumers & markets

- Consumerization
- Silver economy
- Self- and family care
- Open competition
- Partnerships

Social & financial

- Changing perspectives on aging
  - Continuous aging
  - Independence of seniors
- Government retreating
- Unsustainable cost of care
- Lack of carers

Which accelerators to push ?

- Widely acting on demographic change
  - Europe 2020 flagships
- Better partnerships: from blue sky to real use
  - European Innovation Partnership, FP7 – AAL - CIP
- Better measurement of impact
  - EU Competitiveness and Innovation Programme CIP, UK WSD

Which accelerators to push ?

- Better involvement of users, carers, service providers
  - Across the innovation chain, FP7 – AAL - CIP
- Better skills : digital competences of carers
  - Digital Agenda recognises this explicitly
- Better technologies, intuitive, accessible, groundbreaking:
  - FP7, next Call soon
- Better science & technology, multi-disciplinary
  - Joint Programming Initiative "More Years, Better Lives"

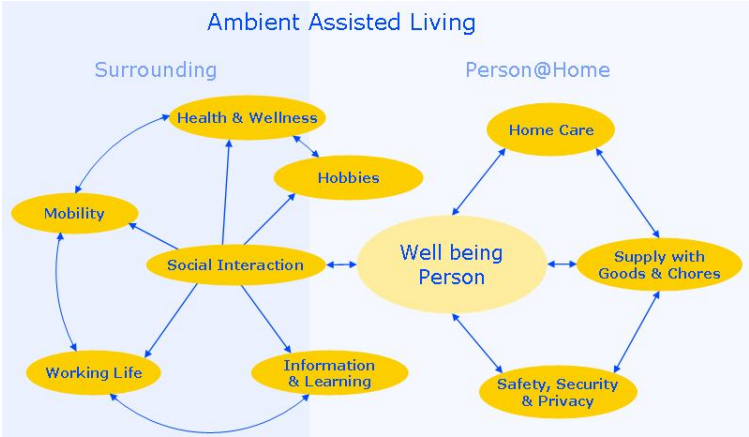
Europe 2020
Smart, sustainable and inclusive growth

7 EU Flagship Initiatives vs ageing		
SMART GROWTH	**SUSTAINABLE GROWTH**	**INCLUSIVE GROWTH**
INNOVATION **"Innovation Union"**	***CLIMATE, ENERGY AND MOBILITY*** **"Resource efficient Europe"**	***EMPLOYMENT AND SKILLS*** **"Agenda for new skills and jobs"**
EDUCATION **"Youth on the move"**	***COMPETITIVENESS*** **"An industrial policy for the globalisation era"**	***FIGHTING POVERTY*** **"European platform against poverty"**
DIGITAL SOCIETY **"A digital agenda for Europe"**		

Chain of FP7 – AAL - CIP

Advanced research in EU 7th Framework Programme FP7, 300 M€
•Smart ICT for active ageing; robotics
•Accessibility of ICT, social media & inclusion, brain computer interaction
•Personal health systems monitoring

Applied Research in AAL Joint Programme of Member States / EU, 700 M€



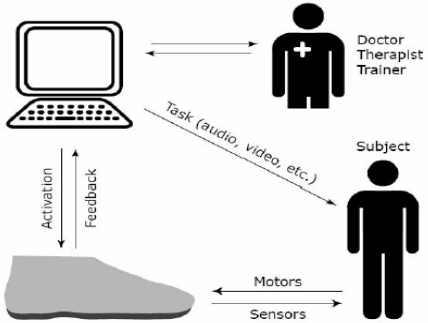
Validation & Deployment pilots in EU Competitiveness & Innovation Programme CIP, 100 M€
•Chronic disease monitoring, daily living assistance, integrated health/social care
•Common specifications, evidence of cost-effectiveness and quality of life
•Over 10,000 users involved, 40 regions

Can we put it all together?

Focus on practical problems

- E.g. fall prevention:
  - Falls are **multi-factor problem**
    - balance, cognition, medication, living environment, …
  - Fall prevention require a **multi-actor program**
    - users, carers, doctors, physiotherapists, service providers, pharmacists, ICT/home industry
  - Fall prevention require **inter-disciplinary action**
    - to deliver training, compatible medication, house adaptation, assistive equipment, etc.

Smart shoes – SMILING project



Fall sensors in vest, Second Life

EU actions in the near future

- July 2010: FP7 Call 7 smart ICT for ageing well, robotics
- Sept 2010: AAL Forum + Investment Forum, Denmark
- Oct 2010: Innovation Union flagship, political initiative
- Dec 2010: AAL Interim Evaluation, political initiative

- Indicative in first half 2011:
  - CIP Call 5, possibly on fall prevention, carers & IT
  - AAL Call 4, topic still open
  - Joint Programming Initiative “More Years, Better Lives”

Share your experience with us !

- Europe 2020 policy
  http://ec.europa.eu/eu2020/
- Digital Agenda
  http://ec.europa.eu/information_society/digital-agenda/
- EU ICT and Ageing Well Initiatives
  http://ec.europa.eu/einclusion
- Ambient Assisted Living Joint Programme
  http://www.aal-europe.eu/
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