

Call 2015 InfoDay

Brussels

March 11th, 2015

INTRODUCTION
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Brussels

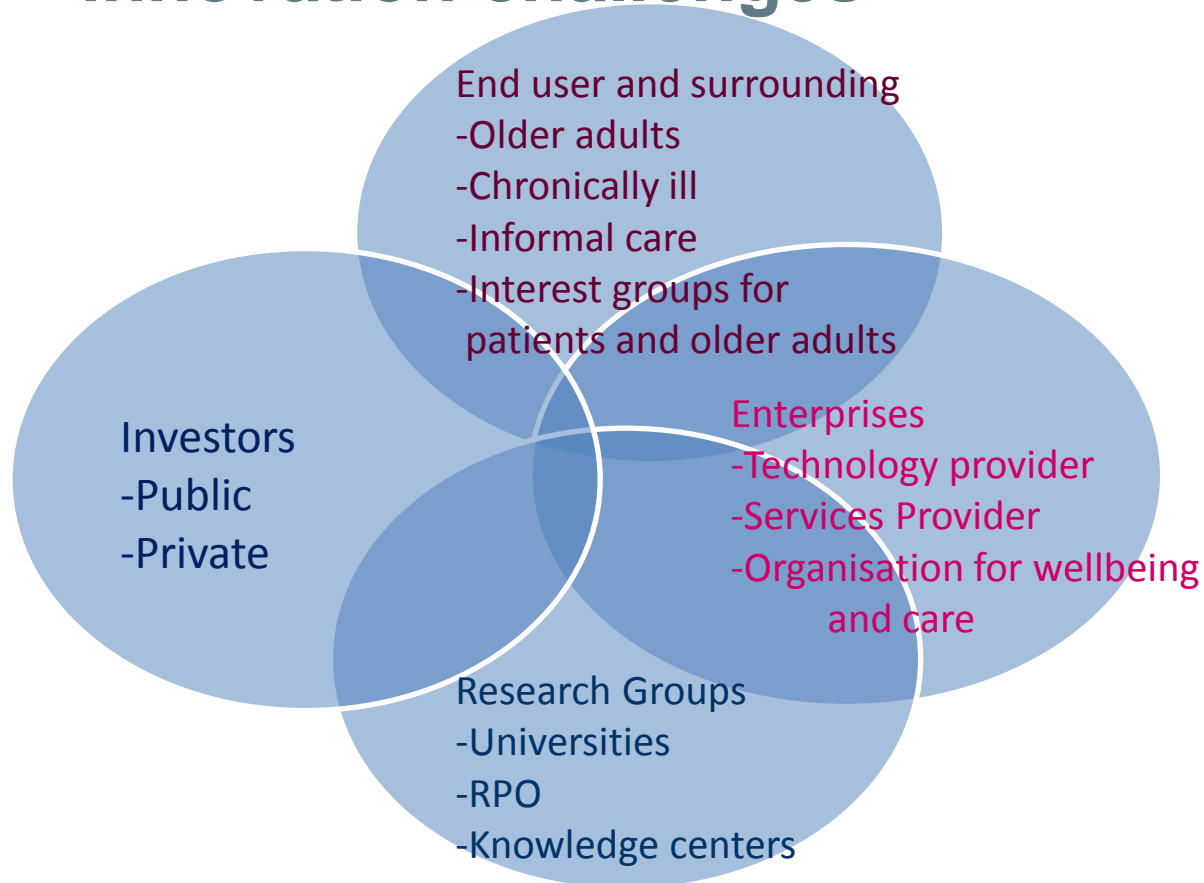
Demographic Change is one of Europe's and world's biggest societal challenges

- For the first time in the History of Mankind there are less persons below 5 years old than above 65.
- It requires community and personal capital investment.
- The Silver Economy should be seen as a driver for economic recovery.
- In order to cope with Demographic Change, AAL currently aims to promote the *Ageing Well* concept.

Ageing Well is about aspiration and wishes too

- It is estimated that Europeans above 65 have 3 billion € of revenues and wealth.
- Consequently, a new niche of services for the elderly and not only for care emerges.
- New business are created.
- Though ageing can be perceived as a threat, it should also be seen as a socio-economic opportunity at large.
- We should be able to transform it in a concept synonymous of *Smart Ageing*.

Ecosystem of Stakeholders with whom AAL Programme can cooperate to undertake the innovation challenges



The AAL Programme 2014 – 2020 [i]

○ OBJECTIVES

- To tackle the **whole value chain for innovation**
- The concept of **Design for All**
- Enabling **business** and **valorization**.

○ AIMS

- To **provide innovative ICT-based solutions** including **products, systems or services** to enhance **older adults' quality of life** at home, in society and at work
- To create a critical mass of R&D & Innovation at European level
- To foster **markets** through **common and compatible** European **solutions** for a growing segment of **discerning consumers**
- Collaboration with the **regions** of the EU, **JPIs** (JP ND, JP HDHL, HP MYBL), **KIC ...**

The AAL Programme 2014 – 2020 [ii]

- MAIN GOALS
 - Improve **the autonomy, participation in social life, skills, and employability** of older adults **and effectiveness** of health and social care provision
 - Older adults' empowerment,
 - Gender
 - Ethical
 - **Privacy:** Personal data protection
- **700 M € = 50% public** (~ **half** by Partner States and ~ **half** by EU), **50% private**
 - **Challenge driven calls** and the annual **AAL forum** and other **Support Actions**
 - **Innovation** for our **Future**

The AAL Programme call-2015 Infoday

08:30 Registration

09:00 Opening/Introduction

AAL JP and previous calls overview

Rafael de Andres Medina, AALA President

Karina Marcus, AALA CMU Director

09:20 AAL Programme Call 2015 presentation

Elisabete Pires, AAL NCP - Portugal

09:40 EC activities in the field of AAL

Monika Lanzemberger— European Commission,
DG Comm. Networks, Content and Technology

10:00 Proposal ideas (short presentations)

Participants

10:40 *Coffee*

11:10 Proposal ideas (short presentations)

Participants

11:50 Rules for participation & Role of NCPs

Alain Thielemans, AAL NCP - Belgium

12:15 Writing a proposal

Pascal Fabing, AAL NCP - Luxembourg

12:30 Submission, Partner search tools &

Tools for project applicants

Roxana Dascalu, CMU Project Officer

Marco Carulli, CMU Programme Officer

12:50 The way ahead

Nicola Filizola, CMU Communication Officer

13:00 Q&A

Closing

Karina Marcus, AALA CMU Director

13:15 *Lunch and networking*

14:30: *Open session with networking and questions to the NCPs/CMU (tbc)*

Avoid complacency

Thank you for your attention

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www.aalforum.eu