

Active and Healthy Ageing Partnership

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ICT and Demographic Ageing

Social necessity

- 80+ population doubles until 2050; 60+ from 20% (2000) to 29% (2025)
- 21% of 50+ population has severe vision/hearing/dexterity problems
- Today 4 working for 1 retired, in 2050 only 2 working for 1 retired
- Cost of pensions/health/long-term care go up by 4-8 % of GDP by 2025
- Shortfall of care staff,
(estimated need for 20 million informal carers by 2025, FEPEM)

Economic opportunity

- Empowering elderly persons to age actively
- Wealth and revenues in Europe of persons over 65 is over 3000 B€
- 85 million consumers in Europe over 65 today, 150 Million by 2050
- Large efficiency gains from ICT in care (25%)
- Telecare market >5 B€/year by 2015 in Europe



ICT in support of older people...

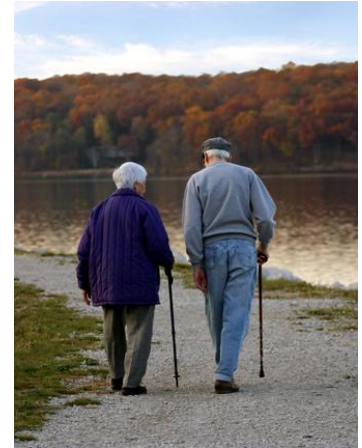
- At Work
 - Staying active and productive for longer
 - Better quality of work and work-life balance
- In the Community
 - Overcoming isolation & loneliness
 - Keeping up social networks
 - Accessing public services
- At Home
 - Better quality of life for longer
 - Independence, autonomy and dignity



Example:

ICT and Alzheimers Disease

- 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



Ageing well and ICT: barriers

- Older people don't use the Internet and find technology challenging
 - Ageing needs not yet in mainstream products
 - Policy, legal and technological barriers
 - Fragmented markets and Business Models
- => Many pilots but little mainstream take-up



Reinforced Policy Context

Digital Agenda for Europe



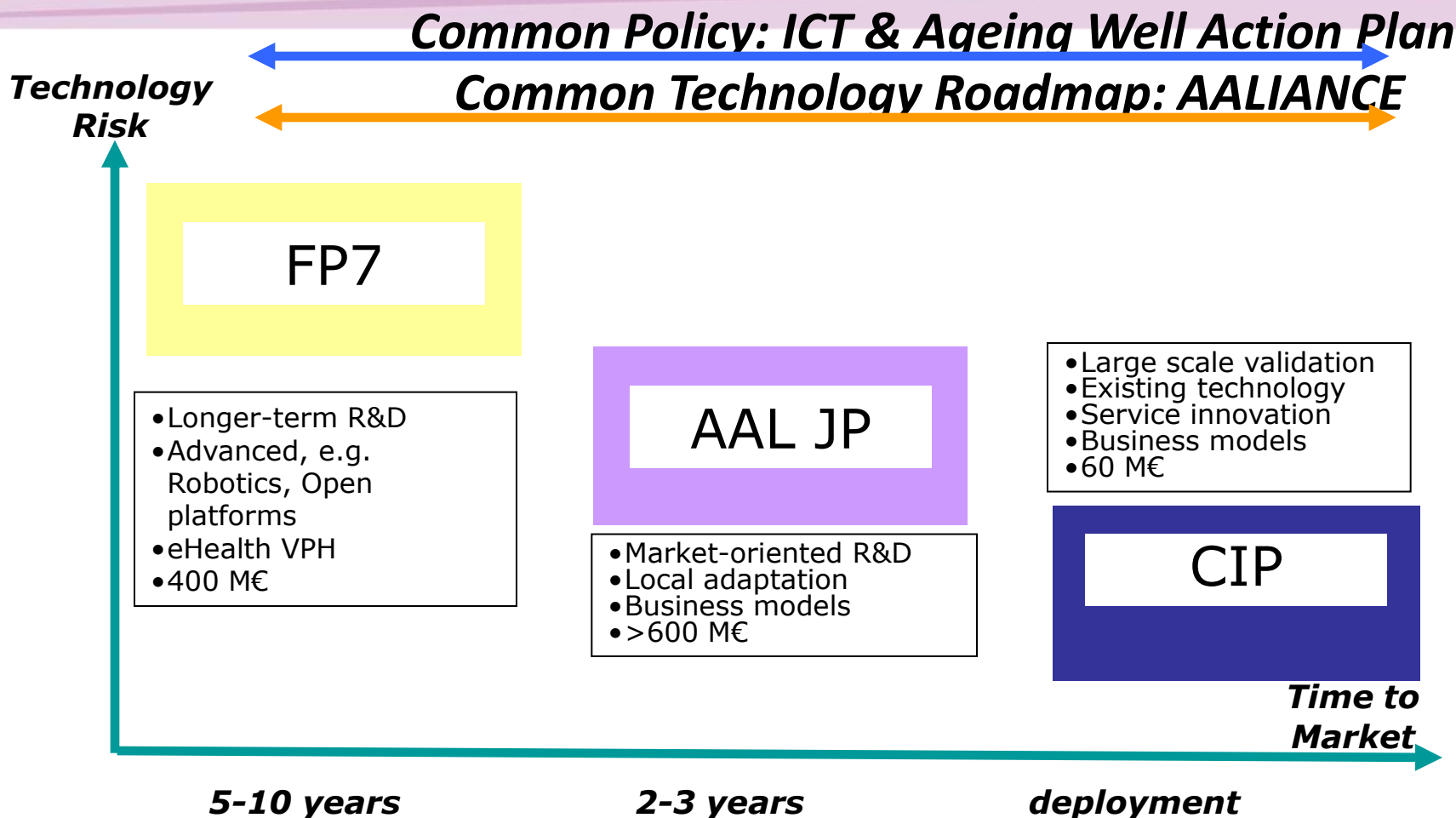
- Europe 2020 Strategy on smart and sustainable growth
- Innovation Partnership on Active and Healthy Ageing
- Action Plan on “Ageing Well in the Information Society”
- Support to Ambient Assisted Living Joint R&D Programme
- eHealth Action Plan

http://ec.europa.eu/information_society/digital-agenda/index_en.htm



ICT for Ageing Well

A Comprehensive EU Approach



ICT & Ageing Deployment/Validation Pilots in CIP Programme

Demand-side approach with critical mass

- **11 large Pilot projects** launched; more than **10.000 users** involved
- More than **40 regional pilot sites** participating with own investment
- **Key areas covered:** Independent living of elderly people with Multiple Chronic diseases (Call 1), Cognitive impairments (Call 2), Integrated care management (Call 3)

Expected Impacts

- **Proven functional specifications** for ICT & Ageing solutions
- **Substantial socio-economic evidence of impact** from ICT solutions for key Ageing related problems
- **Europe-wide replication** using public procurement and Structural Funds



European Innovation Partnerships (EIP) in general

- Announced in **Communication on Innovation Union** adopted by the European Commission on 6 October 2010 under **Europe 2020 flagship** initiatives
- A novel concept of the Commission to tackle **societal challenges** through **linking research and innovation and uptake** and turn them into opportunities
- EIP on Active and Healthy Ageing - to be **launched in 2011**, followed by a strategic implementation plan



Pilot EIP on Active and Healthy Ageing

TARGET : enable citizens to live longer independently in good health (increasing HLYs by 2 by 2020, QoL, Efficiency gains)

MAIN AREAS:

- Addressing major age-prevalent chronic diseases
- Innovation in integrated care delivery systems
- Innovation in independent living and social inclusion



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

<http://ec.europa.eu/active-healthy-ageing>



AHAIP – what?

Objectives and headline target

A triple win for Europe

- enabling EU citizens to lead healthy, active and independent lives while ageing
- improving the sustainability and efficiency of social and health care systems
- developing EU and global markets for innovative products and services, thus creating new opportunities for businesses

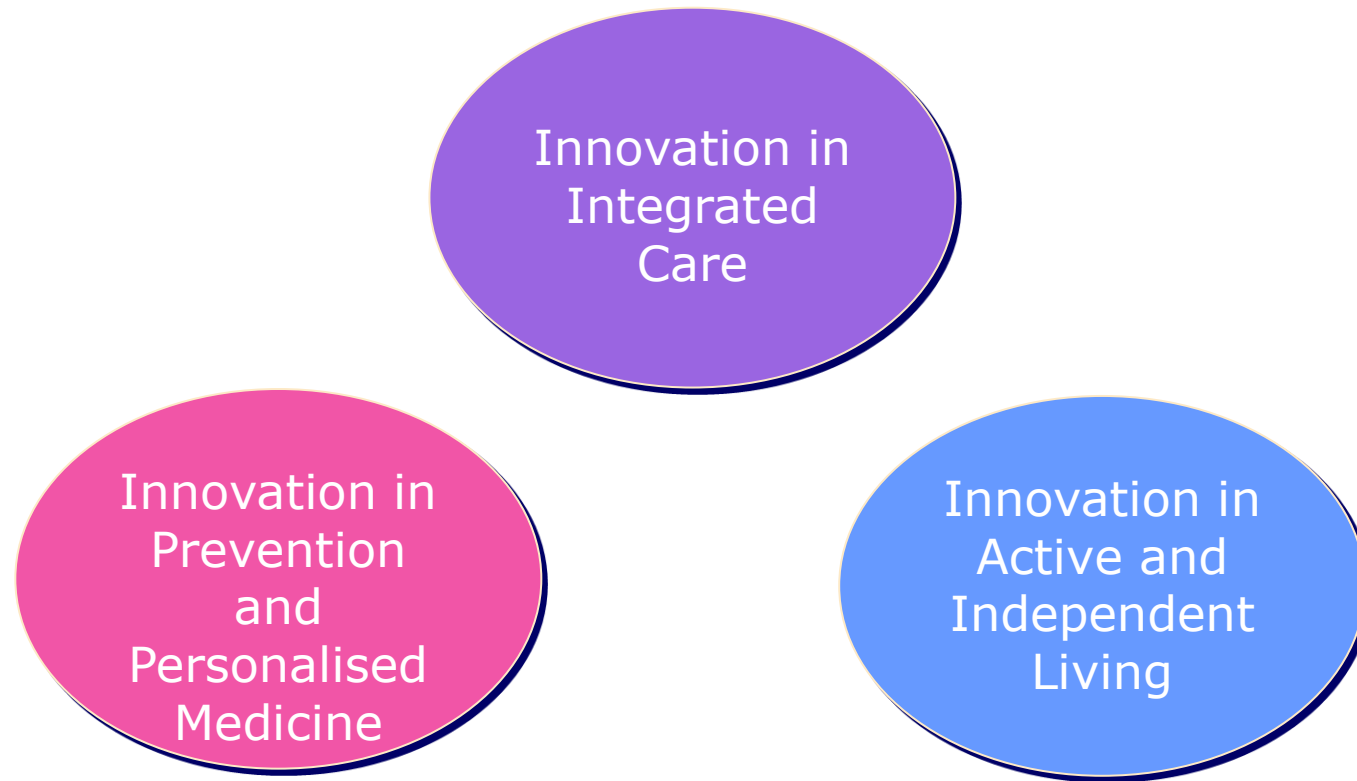
Overarching goal by 2020

- increasing the average healthy lifespan (**HLYs**) in the European Union **by 2 years** (considering gender and MSs variations) and improve quality of life



AHAIP – what?

Main areas of work



Communication and Awareness



Operationally innovative – how?

- Building on **coherent and integrated**, stakeholder-led, citizen-centred and innovation-driven actions
- Pooling available **resources and expertise** and creating **incentives to innovate** and fostering initiatives across different policy areas by **bringing together all actors in active and healthy ageing related areas**, from both the public and private sector at EU, national and regional level and bring about synergies
- Closing the **gap between research and market** in the area of healthy and active ageing by speeding up the uptake of innovation
- Matching supply and demand side by triggering **demand driven measures and mechanisms** (e.g. pre-commercial/commercial public procurement)
- **Scaling up and multiply successful innovation at EU level**, through demonstration pilots, trials and deployment with the use of different instruments
- **Leveraging innovation in investment through better use of EU funding**, e.g. new financial instruments, structural funds, FP7, EIB, but involving **all stakeholders in financial contributions**



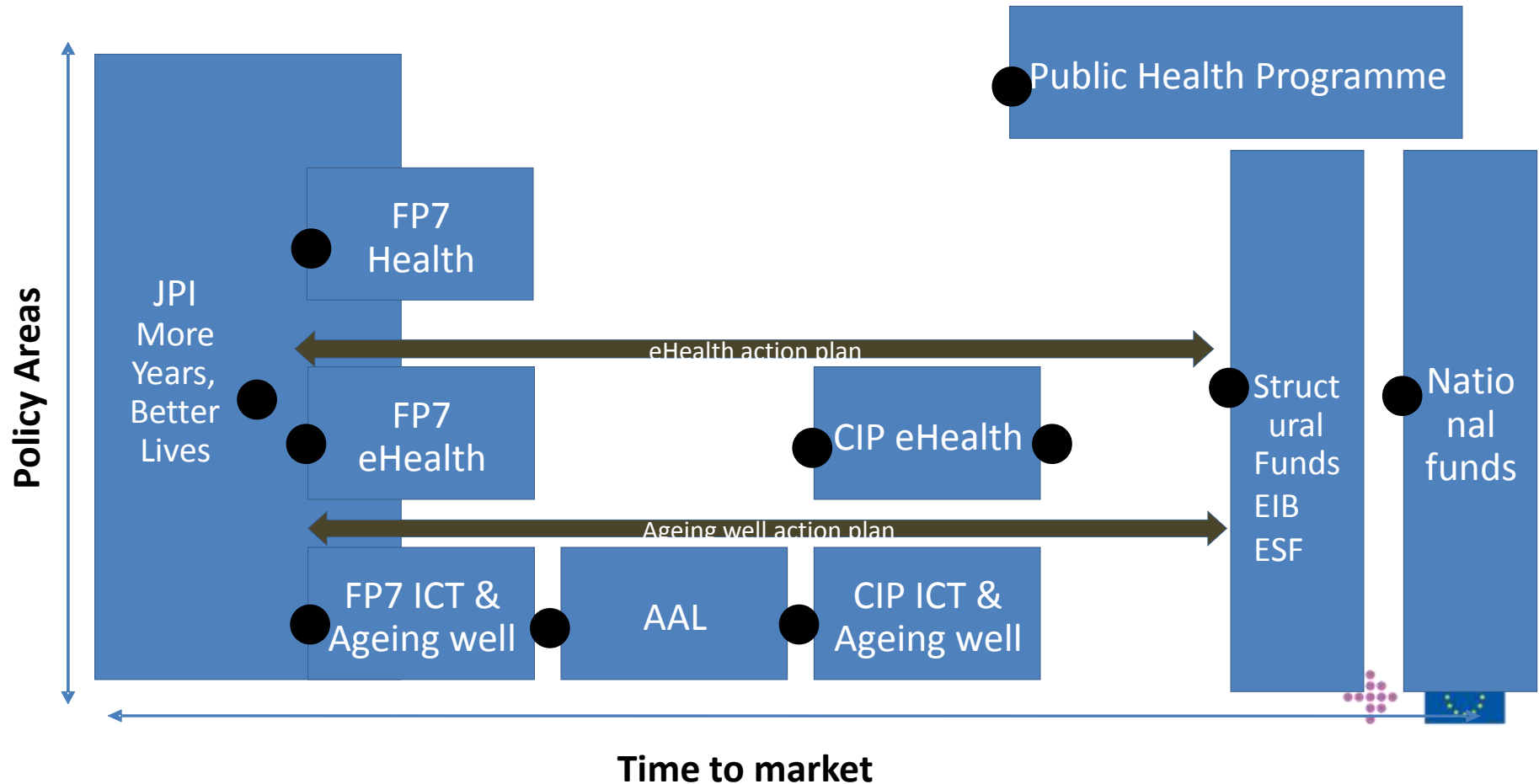
EIP Governance

- Light and efficient structure
- High level representatives of key stakeholders
 - Member States, European Parliament
 - Key initiatives (JPIs, AAL JP)
 - Demand side (regions, NGOs)
 - Supply Side (industry, SMEs, service providers, research)
 - Chaired by Commission
- Does not replace existing governance
- Provides framework for voluntary coordination
- Responsible for Strategic Implementation Plan
 - Identify key opportunities for innovation in ageing well
 - Identify barriers and actions



AHAIP – The Wider Picture

Active and Healthy Ageing Partnership



Major Milestones

- **Stakeholder event** - 26 November 2010
- **On-line public consultation** - Finished end of January 2011
 - More than 525 responses
- **Steering Group** appointed Feb/March 2011
- **Identify first set of most feasible actions** with high impact and commitment first half 2011
- **Strategic Implementation Plan** June/July 2011
- **Report to Council and Parliament** on progress end of 2011



Further Information

- EU ICT and Ageing Well Initiatives
<http://ec.europa.eu/einclusion>
- ICT Policy Support Programme
http://ec.europa.eu/information_society/activities/ict_psp/index_en.htm
- Ambient Assisted Living
Joint Programme
<http://www.aal-europe.eu/>
- Active and Healthy Ageing Partnership
<http://ec.europa.eu/active-healthy-ageing>
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