



**EIP ON AHA**

# Demographic Change as an Innovation Opportunity

# My affiliation



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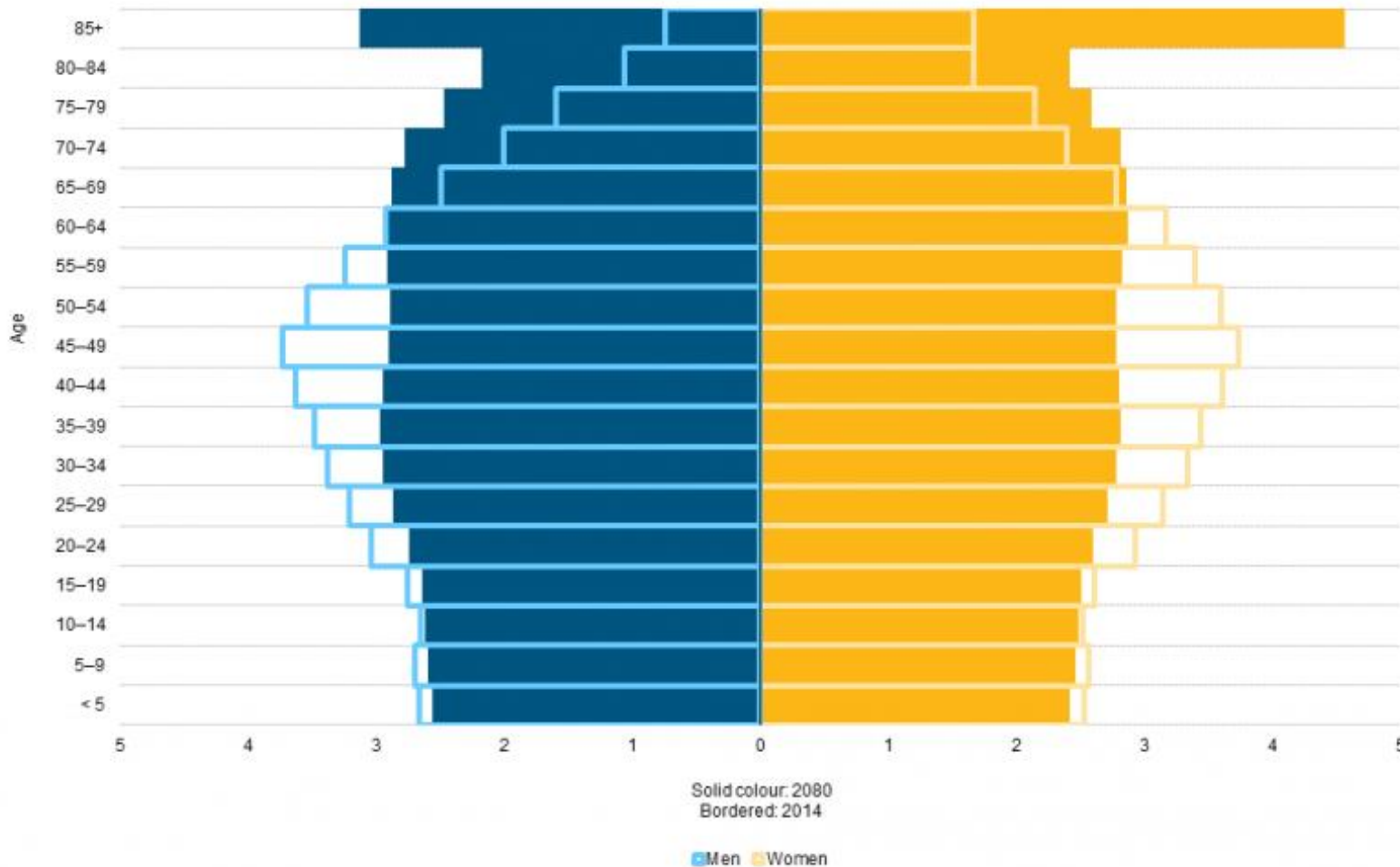


Europe is ageing...

And  
that's  
great  
news!



# It does raise a few challenges...



A fundamental change in thinking what society IS, and what it means to be an active part of it.

- New objectives for health and care
- New models for sustainable employment
- Independent living as the norm, even when impairments arise
- Inclusive societies: from Us and Them to Us...Then
- New governance models for civil societies
- Older citizens as directors and managers of their own living needs

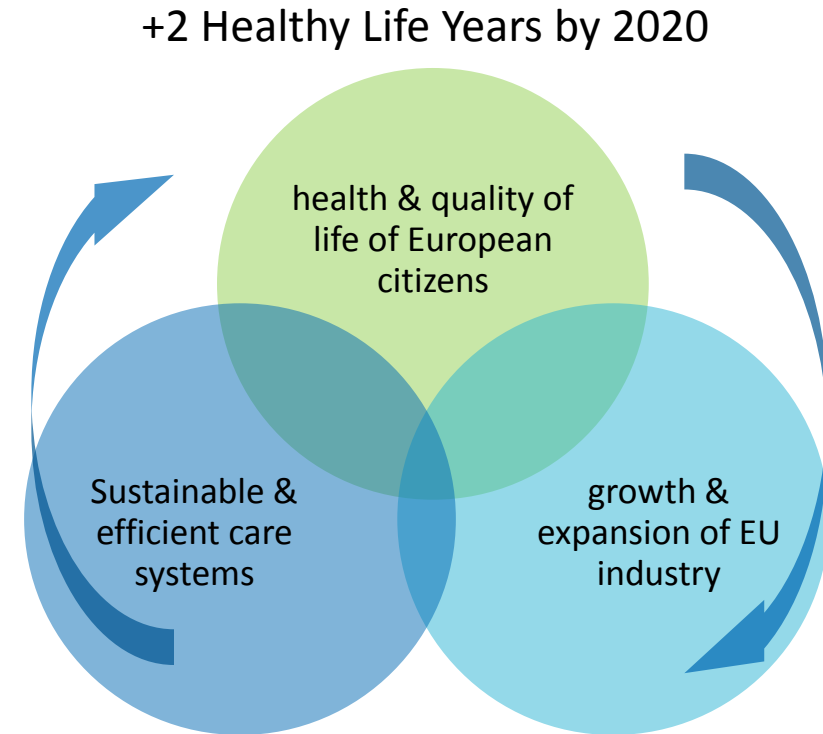
# Traditional innovation models don't work

Fundamental change requires new collaboration models, interdisciplinary work and cross-fertilization of knowledge

Challenges affect all of Europe and beyond. Solutions will not be found at national level alone

# EIP on AHA

- Is a stakeholder-driven initiative launched by the European Commission **to foster innovation in the field of active and healthy ageing**
- Has been conceived for **connecting & engaging public and private stakeholders across sectors that compose the innovation value-chain**, to accelerate **scaling-up of innovation** for active and healthy ageing
- The EIP pursues a **Triple Win for Europe**



<https://ec.europa.eu/eip/ageing>

# EIP on AHA First period of activity (2012-2016)

## 6 ACTION GROUPS



A1 Adherence to prescription



A2 Falls prevention



A3 Functional decline and frailty



C1 Integrated care



C2 Independent living solutions

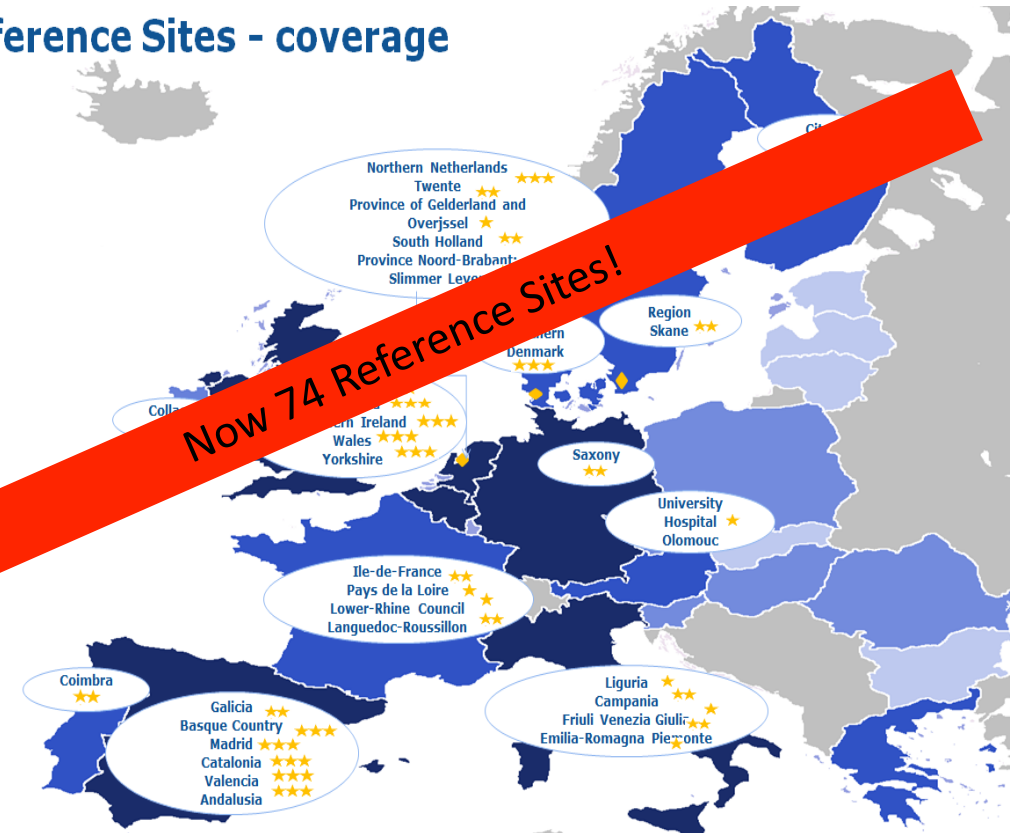


D4 Age friendly environments

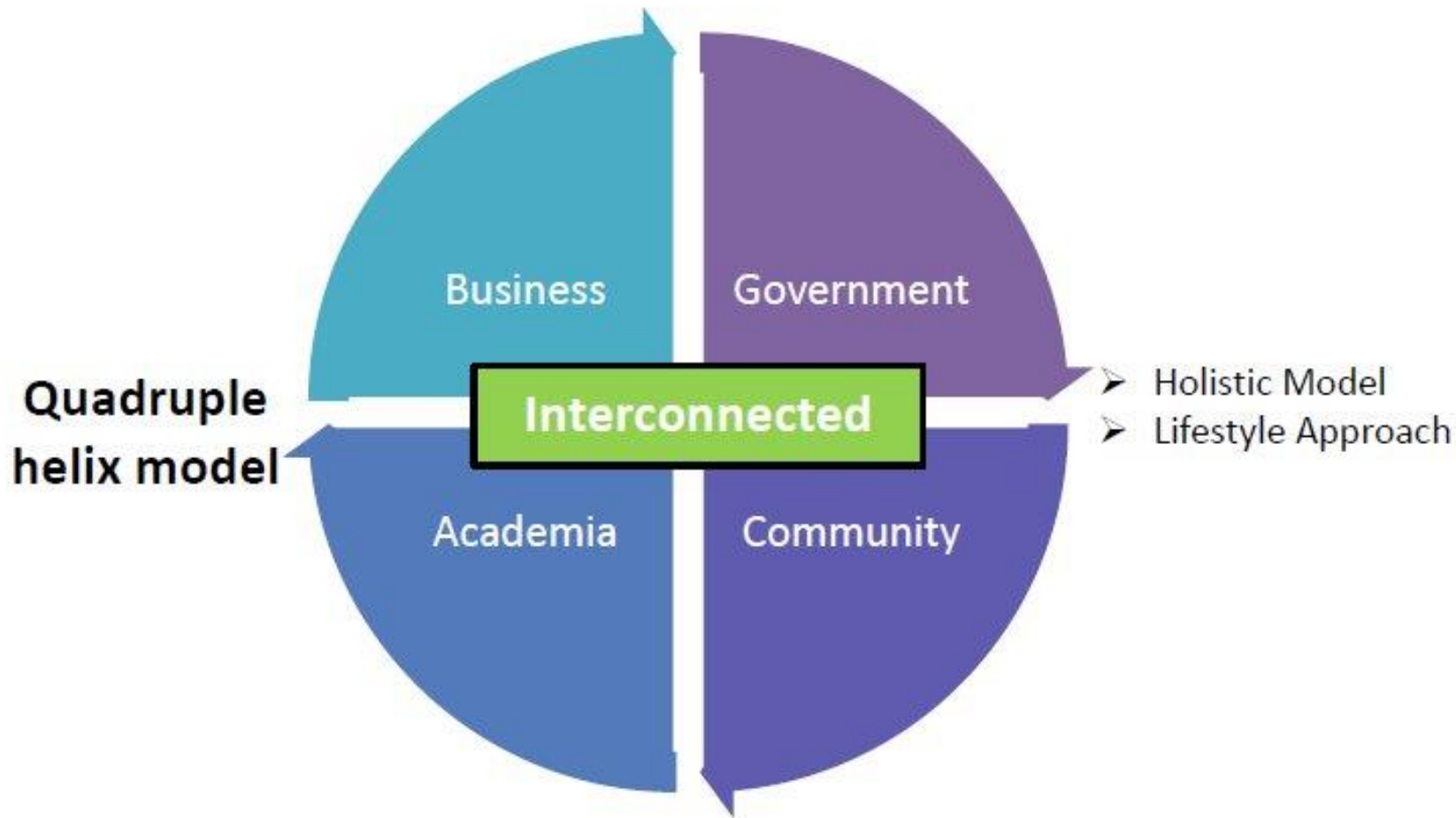
Many hundreds of organisations and commitments

## 32 REFERENCE SITES 2012-2016

### Reference Sites - coverage



# The Quadruple Helix in action



Stakeholder alliances working across sectors and boundaries to create and share innovations that will make a real difference to our ageing society

- No formal hierarchy
- Open participation model
- No funding...

A vehicle to promote excellence and knowledge exchange across 4 key sectors



# Sound business sense



## The Silver Economy

Ageing as a source of jobs and growth

- Global Silver Economy market estimated at \$ 7 trillion per year
- Ageing-related spending equals 50% of total government expenditure and 25% of GDP. And spending is increasing...
- “Baby boomer” spending power will reach \$ 15 trillion by the year 2020
- 1 million new healthcare jobs by 2020
- A potential 1,5 million new jobs through implementation of sustainable employment models

*Source: Merrill Lynch research report commissioned by the European Commission (2014)*

# Rules of engagement



European Commission

The European Innovation Partnership  
on Active and Healthy Ageing

European  
**scaling-up**  
Strategy  
in **Active &  
Healthy Ageing**



# BLUEPRINT

DIGITAL TRANSFORMATION OF HEALTH AND CARE FOR THE AGEING SOCIETY

OBJECTIVES 2016-2018  
**DIGITAL SINGLE MARKET FOR ACTIVE & HEALTHY AGEING INNOVATION**

DEPLOYMENT OF INNOVATION	INVESTMENT	PEOPLE
50 + REGIONS DEPLOYING LARGE-SCALE, SUSTAINABLE, DIGITALLY-ENABLED INNOVATIVE SOLUTIONS FOR ACTIVE AND HEALTHY AGEING	REACHING TOTAL OF € 500 MILLION INVESTMENT IN DIGITAL INNOVATION FOR HEALTH & CARE. €250 MILLION PUBLIC INVESTMENT – MATCHED BY €250 MILLION FROM PRIVATE SOURCES	REACH ADDITIONAL 4 MILLION PEOPLE IN EUROPE BENEFITING FROM DIGITAL INNOVATION ACTIVE & HEALTHY AGEING.

**SUPPORTING ENABLERS**  
EUROPEAN INNOVATION PARTNERSHIP ON ACTIVE AND HEALTHY AGEING

# Technology and ICT are important



## ICT

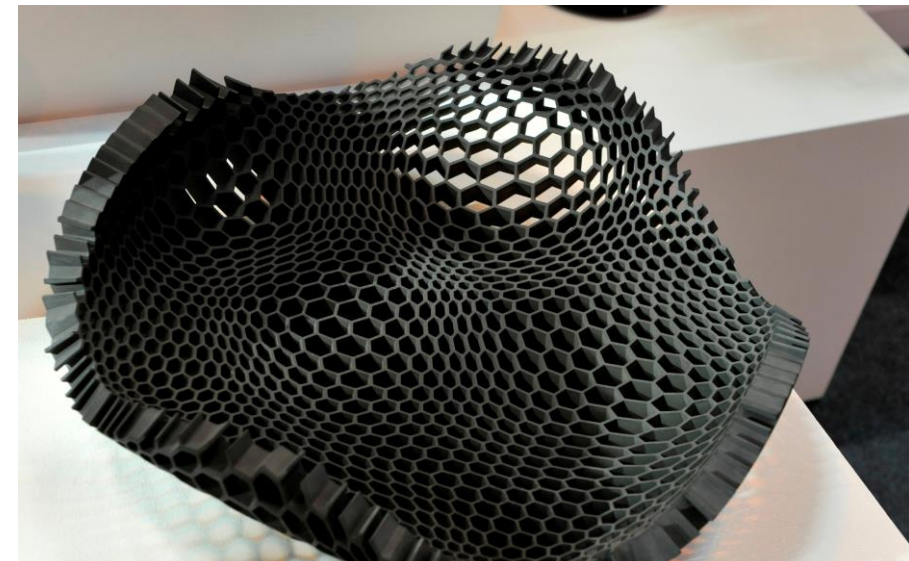
User acceptance  
Privacy and trust  
Data governance

Big data handling  
Analytical methods  
Predictive models

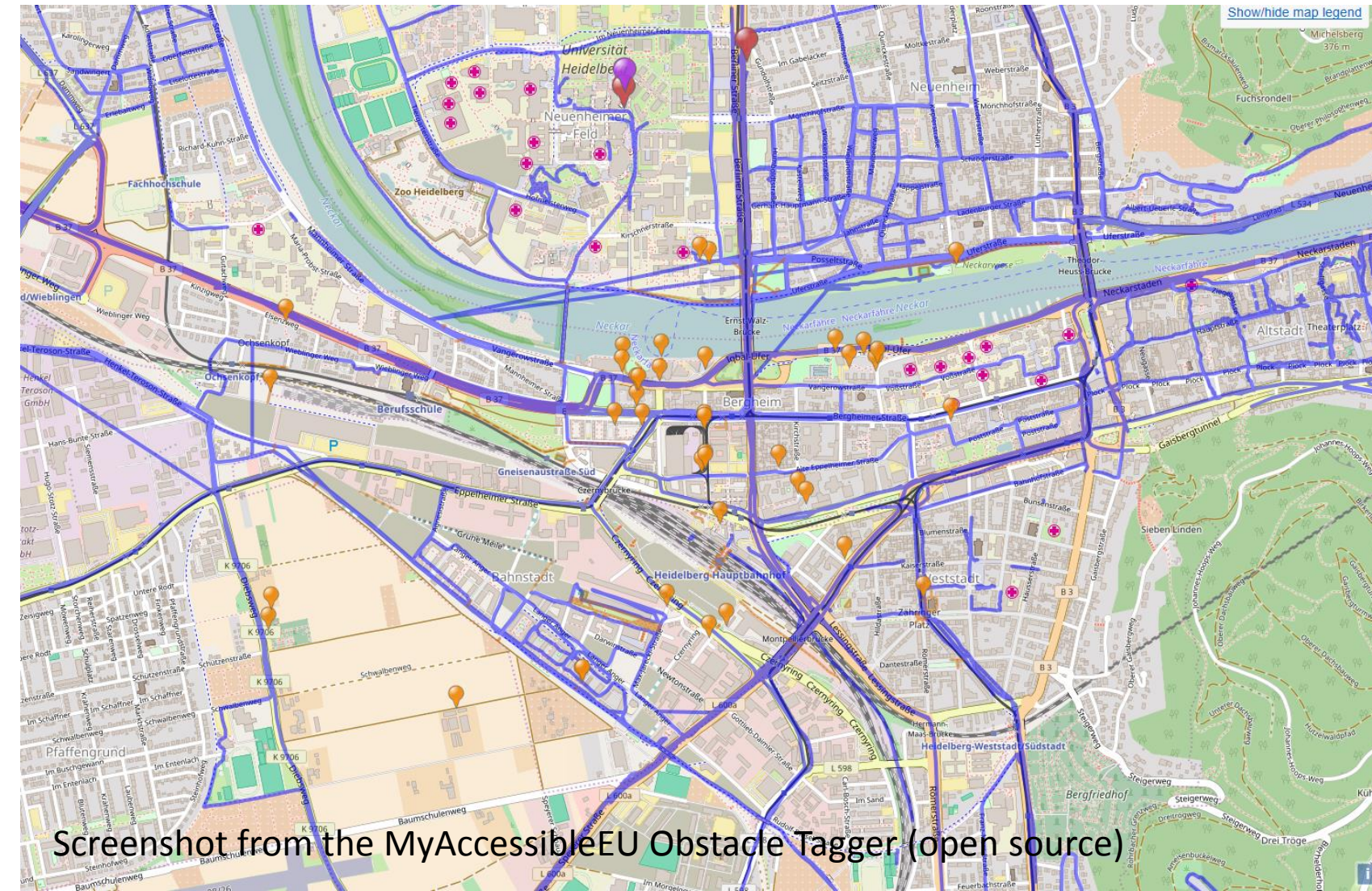


Value creation  
Business and finance models  
Socio-economic impact

Technologies integration  
Platforms and standards  
Inter- and hyperoperability  
Cross-domain synergies



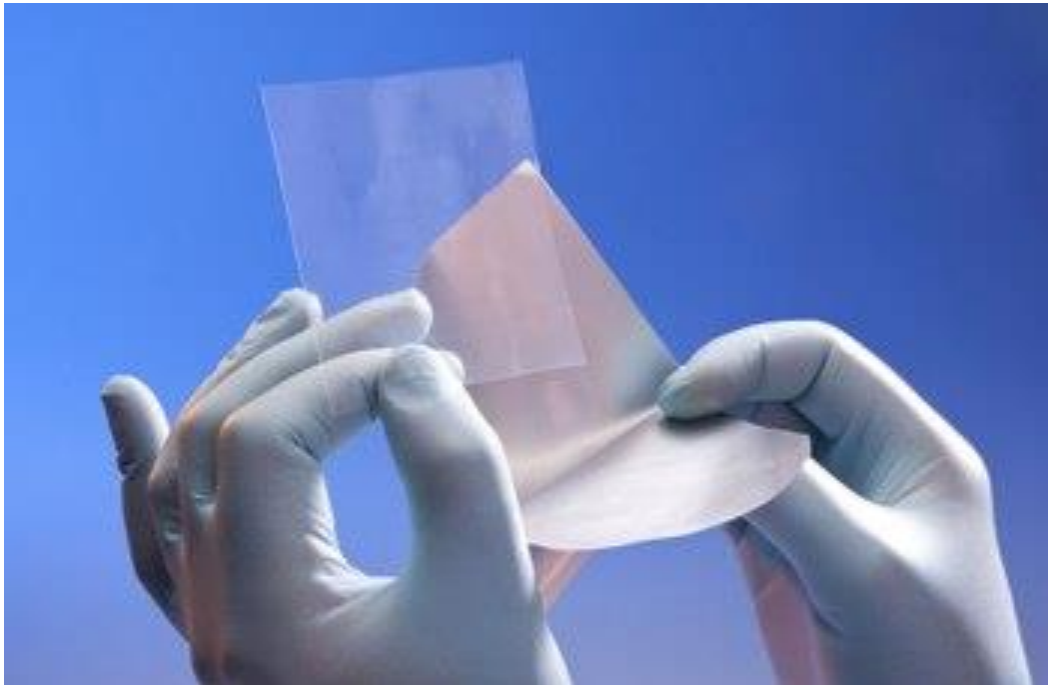
# Synergies? There just might be...



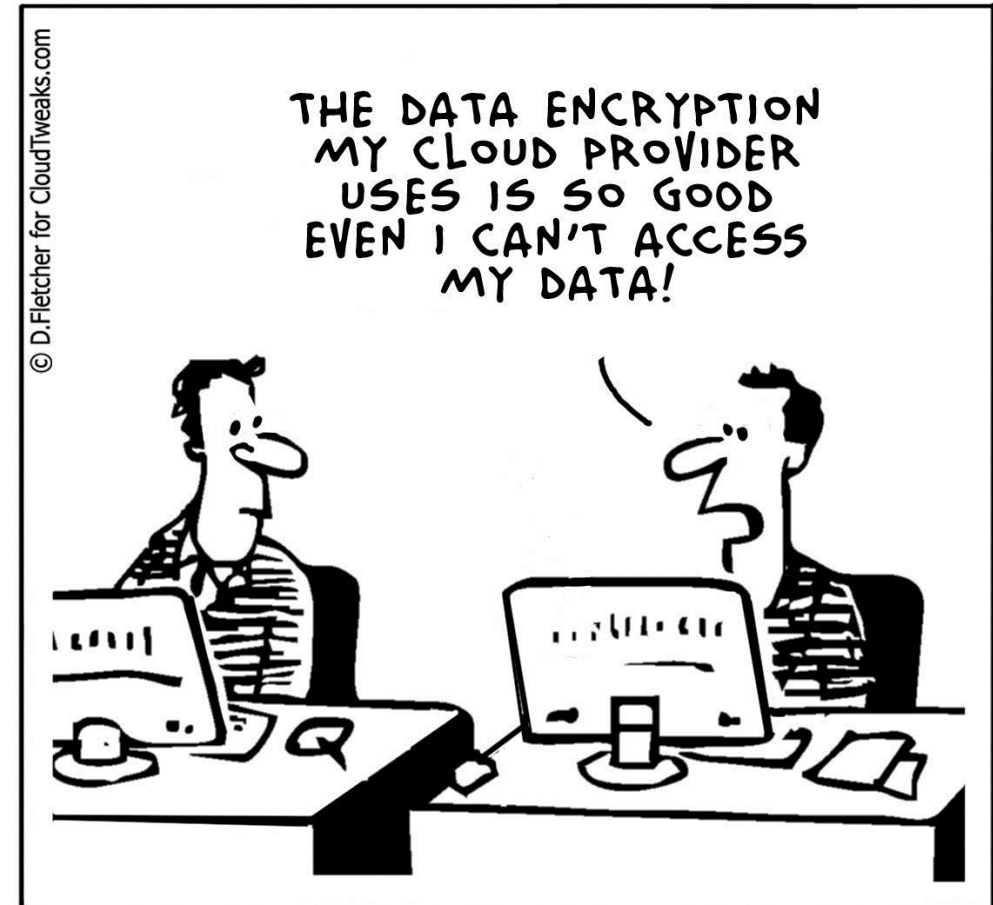
- Real-time interactive mapping of environmental characteristics and circumstances
- Tracking and analysis of behaviour and movement patterns, at different timescales and across different environments

# Synergies? There just might be...

## High Tech materials



Will space technology offer breakthroughs to improve the quality of life of older citizens?



Synergies? There just might be....



Connectivity under ALL circumstances



# Smart Living Environments



Interconnectivity

Interoperability

Internet of Things

# Synergies? There just might be...



**Interfaces to present complex information to users**

- Comprehensibly
- According to information needs and preferences
- Catering to a wide range of information users
- Under difficult and unpredictable circumstances



# What can you find in the EIP AHA?



A flourishing ecosystem

A platform for finding partners,  
sharing information and  
collaborating on innovation

Public sector and private  
sector potential clients with  
real and urgent needs

Frameworks, tools and  
instruments to help scale-up  
and market uptake



**We hope to see you there!**

[https://ec.europa.eu/eip/ageing/home\\_en](https://ec.europa.eu/eip/ageing/home_en)

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