Demographic Change as an Innovation Opportunity

EIP on AHA
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

+2 Healthy Life Years by 2020

https://ec.europa.eu/eip/ageing
EIP on AHA First period of activity (2012-2016)

6 ACTION GROUPS

- Adherence to prescription
- Falls prevention
- Functional decline and frailty
- Integrated care
- Independent living solutions
- Age friendly environments

32 REFERENCE SITES 2012-2016

Reference Sites - coverage

Many hundreds of organisations and commitments

Now 74 Reference Sites!
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

- Holistic Model
- Lifestyle Approach

Quadruple helix model

Interconnected

Business
Government
Academia
Community
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
Technology and ICT are important
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

Interoperability

Interconnectivity

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

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