

# AAL FORUM 2018 BISCAY

24th-26th  
SEPTEMBER

BILBAO

EUSKALDUNA  
CONFERENCE CENTRE





# Index

---

- Introduction to the webinar: Objectives, speakers and main topics
- Presentation of the final programme for the Forum 2018
- Workshops promotion strategy
- Guidelines and remarks for session interactivity
- Executive Summary of the Forum
- Questions and specific needs



---

# THE FORUM

Bilbao 24-26  
September

---

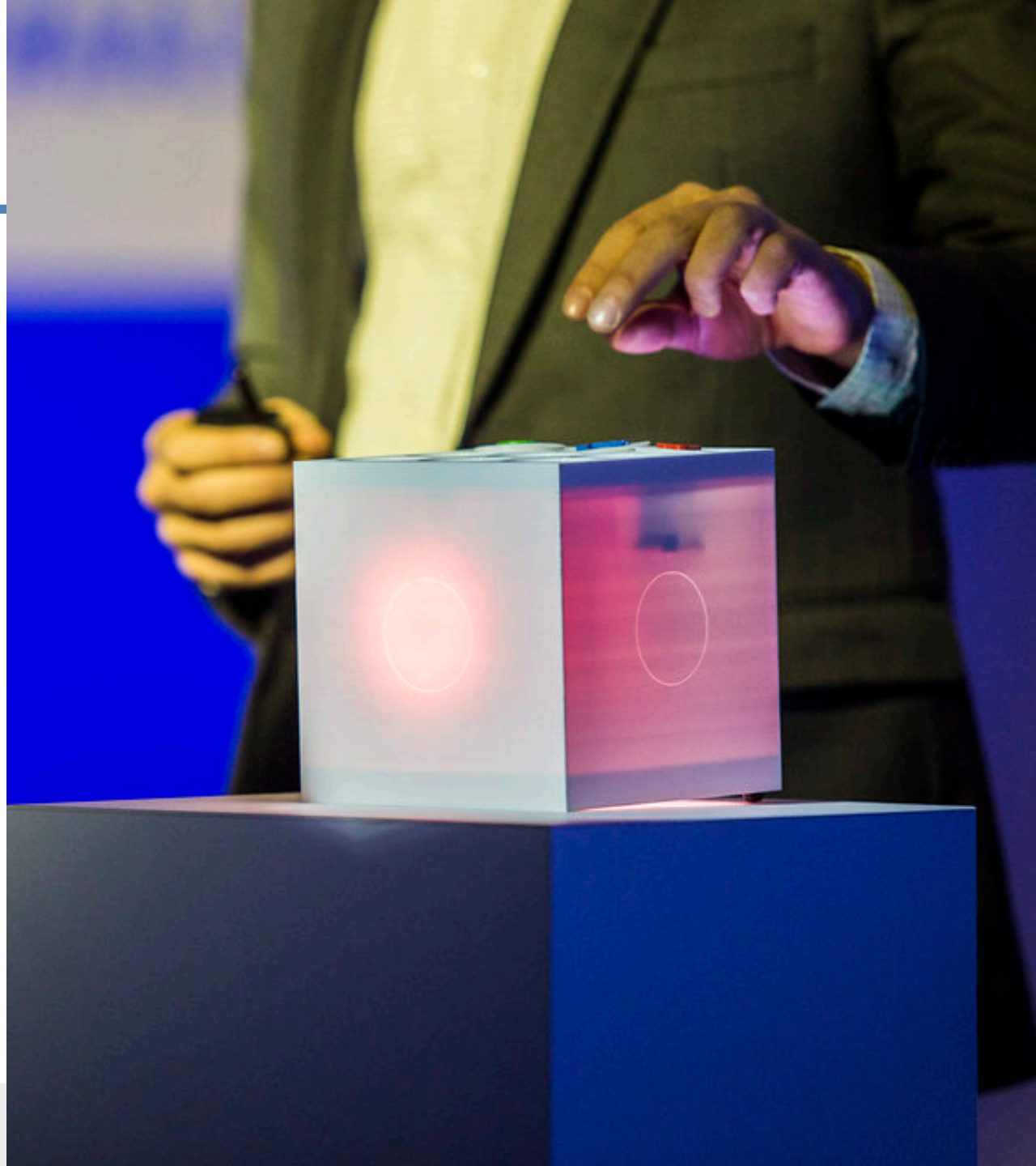
**AGEING WELL IN  
THE DIGITAL AGE:**  
A growing community of change  
makers



# What?

---

- Network
- Exhibition
- Conference
- Keynote
- Innovation
- Matchmaking
- Investment
- Programme





# Promoting your workshop

- Insight Publishers – Communications agency based in the UK
- Worked with AAL and the AAL Forum since 2011
- Responsible for all content on the website to promote the event
- Also producing the Forum Programme, helping to drive delegates to your sessions
- Also responsible for the Forum Executive Summary, published after the Forum

# Promote your workshop

- Get delegates excited
- Help them prepare
- Increase your online presence
- Make your session more interactive and rewarding



## Increase your audience

# Strategy for promoting workshops

- Summary information about each workshop – based on the forms already sent out and filled in

Tuesday, 25th September				
8:00-9:00 OPENING DOORS				
09:00-10:30	<b>Workshop 1</b> Municipalities as an Enabler for AAL Markets	<b>Workshop 2</b> Destigmatisation in the silver economy: designing products for the silver age without stigma	<b>Workshop 3</b> Money & Healthy Aging – A new model for Financial Caretaking	<b>Workshop 4</b> Citizner: Inclusive, User empowerment
10:30-11:00 Coffee and refreshments				
11:00-12:30 Plenary 1: AAL: a growing community of change makers				
12:30-14:00 Lunch break poster sessions, exhibition, matchmaking.				
14:00-16:30	<b>Workshop 5</b> Joining up age-friendly smart homes and smart communities: Voices in standardisation	<b>Workshop 6</b> Turning Alexa into AALexa: how to utilize consumer products for Active Assisted Living	<b>Workshop 7</b> AAL AUSTRIA supporting the Austrian eco system for dementia care by AAL solutions - discussion of various dimensions and best practice examples	<b>Workshop 8</b> The Art of the Business Case
			<b>Workshop 9</b> Risk Competence in AAL and technology innovations as viewed by	



- Picture(s) of session coordinator(s), other speakers (By end of Tues 12.07)
- Pictures of how your session may look (By Mon 27.07)
- Short Q&A interview with session coordinator (Sent out Thursday 5.07; Receive by end of Tues 10.07)
  - What format will the session take? Presentations, breakaway groups, demonstrations, panel discussion, involvement of the audience etc What makes it different?
  - Who should attend and why?
  - What are you hoping to achieve and what will those attending take away?
- All published on the Forum site in an exciting way





- Social media – each workshop will be supported on Twitter, Facebook and LinkedIn
- News stories of the themes in which all relevant workshops will be linked (w/c: 9.07; 16.07; 23.07)
- News story that categorises your workshop based on content (with pictures) e.g. presentations/panels (w/c: 6.08)
- Included in the Forum newsletter (Bimonthly)
- Possible press releases
- Insight will help you prepare appealing invitations for you to send to all your contacts.



# Getting people excited

Need to excite your potential audience – the more you get involved with the overall promotion of the Forum, the more interest you will generate for your session.

- Success stories
- Who is speaking
- Relevance to the market/  
current hot topics





# Before the Forum: Prepare Interaction Methodology

---

Forum 2018 wants to put special emphasis on:

- showcasing AAL technologies and solutions pre-market and on the market
- The organisation of interactive and motivational sessions & workshops with contributions from the AAL community.

**We ask all of you to make an effort in the design and preparation of an interaction methodology for your workshop before the Forum.**

We have already asked some of you to improve and work this part of your sessions.



# Before the Forum: Prepare Interaction Methodology

---

## How can we encourage the active involvement of participants in your workshops and promote interactivity in the session? Some recommendations

- Set enough time for the interactive part of the session. A sample agenda for a 90-minutes session:
  - Introduction presentations: No more than 15-20 minutes
  - Interaction method to be used - presentation and preparation: 10 minutes
  - Interactive task: 40 minutes
  - Presentation of results and conclusions: 20 minutes
- Define realistic objectives (90 minutes is not so much time) and design the questions or themes you want the audience to participate in. Make the effort to prepare these – it will pay off.
- For 45-minute sessions: An expert panel discussion or open discussions are suggested.
- Prepare tables and/or visual material with previous results or findings: You can ask for individual validation, prioritisation based on these materials, etc.
- You can include on-line interaction methods/tools: On-line surveys, for example



# During the Forum: Support for interaction methodology

---

- Note that you will need to adapt your group or table work to the number of people who register and attend your session.
- In group work with several tables, we recommended that you have a reporter from your team at each table.
- We also recommend that you have a general note-taker during your session.
- And remember - be strict with the time slots allocated to each activity, especially with speakers and presenters.








# Interaction Methodology: Some ideas and examples

## Validation and prioritisation of an initial set of opportunities or barriers .... from previous research or a survey for example

- **Round 1: Prioritising opportunities:** Discussion, assessment and prioritisation of the opportunities identified from the previous research or surveys. As a result, 3 priority opportunities per table should be identified.
- **Round 2: Identification** of the needs to be met to address each of the 3 priority opportunities.

The same format can be applied to addressing barriers

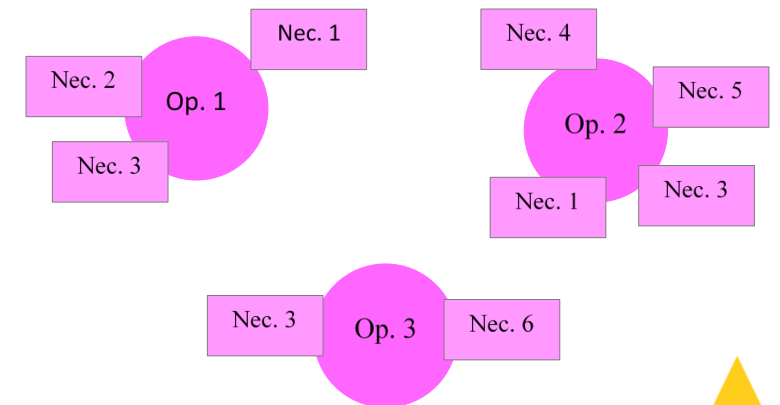
### Initial set of opportunities

<p>Eteberrizta atsegin eta egokituak Hogares amigables y adaptados</p> <p>01 </p>	<p>Eteko gizarte-osasungintza arloko zerbitzuak Servicios socio-sanitarios en domicilio</p> <p>02 </p>
<p>Osasun-gailuen sektorearen bulkada - Impulso del sector de dispositivos médicos</p> <p>03 </p>	<p>Turismo especializatua Turismo especializado</p> <p>04 </p>
<p>Elkadura osasungarria Alimentación saludable</p> <p>05 </p>	<p>Hiri-mugikortasuna Movilidad urbana</p> <p>06 </p>
<p>Besterik? ¿Otros?</p> <p></p>	

### Valoration/prioritization matrix

	F1	F2	F3	F4	TOTAL
01					
02					
03					
04					
05					
06					
07					
0					

### Priorities and needs



# During the Forum: Be interactive

## Expert Panel Discussion + Live Polls

- **Expert panel discussion:** Several rounds of questions to the expert panel
- **Engage the audience with live polls.** Realtime voting to engage your audience. Examples:



Mentimeter [www.mentimeter.com](http://www.mentimeter.com)

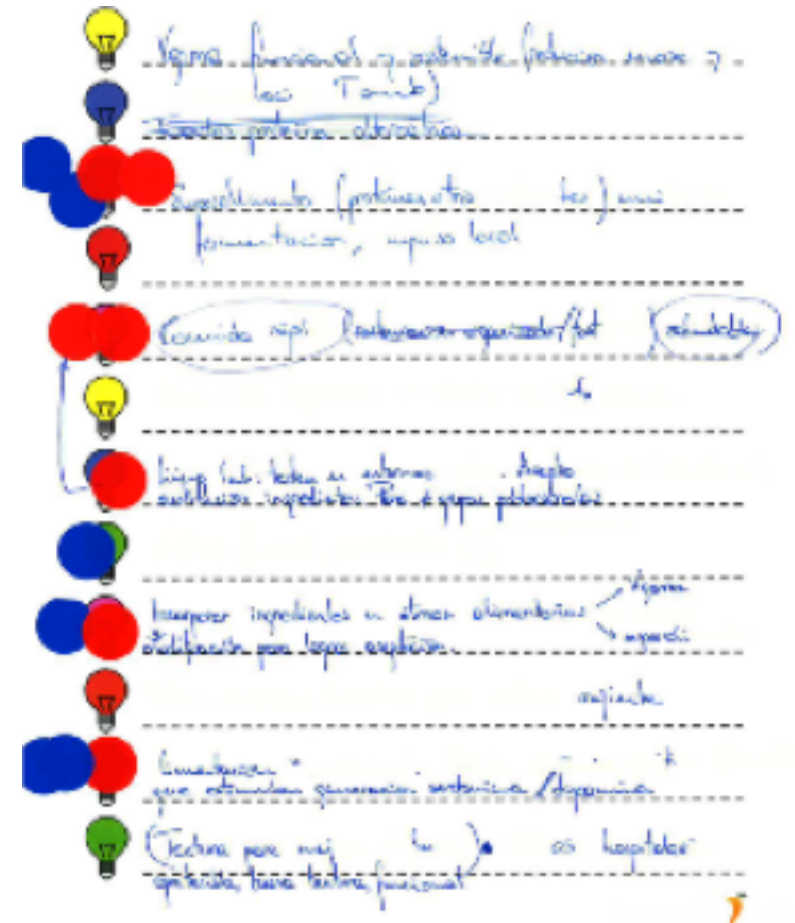


Sli.do: [www.sli.do](http://www.sli.do)

# Interaction Methodology: Some ideas and examples

## Brainwriting method: Individual + Group work

- Creation (15 `):
  - Pose a question or challenge and each participant thinks for 2' before writing 2 ideas on a sheet of paper.
  - The paper is passed on and each participant reads what arrives and then provides another 2 ideas (in 2' or 3')
  - Do this three times so each participant has provided six ideas.
- The moderator then reads out all the ideas (5'), which will spark debate.
- Group discussion then takes place for 20', the many ideas are prioritized on to one sheet with 3-4 ideas and each participant can vote 2 ideas using stickers.







# After the Forum: Executive Summary of your session

---

Make sure you're in it: What we need you to do on the day - Template, requirements and deadlines (Insight - William and Amelia)

- Recommendations:  
Have a note-taker during the session

# The AAL FORUM Executive Summary





INTRODUCTION

# AAL FORUM 2017

Background and executive summary

The AAL Forum 2017, Europe's premier event in the field of active and healthy ageing, took place in the beautiful Convento de São Francisco in Coimbra, Portugal, bringing nearly 800 delegates together to discuss the latest developments in this rapidly growing field.

**The venue,** which dates back to the beginning of the 17th century, was recently refurbished, seamlessly blending the old with the new to create an inspiring venue for all involved.

Reimagining the old was a running theme of the event, with finance correspondent of The Economist Sacha Nauta delivering a stirring speech on the opening evening about what it means to be old today.

A new demographic of older people has emerged – 'the new old' – who are living their lives to the full, travelling the world and trying new things. They have reimagined what retired life can be, and Nauta told the audience that we need to treat them as – active, healthy people with time to spend doing the things they love.

Her words were echoed by many in the following days, with the idea of the 'new old' reappearing in a number of the interactive workshops that took place over the next few days. These workshops brought people together to brainstorm, learn from each other, and get new ideas to take away and apply to their own work.



SACHA NAUTA

## KEYNOTE ADDRESS

# THE NEW OLD

Sacha Nauta, finance correspondent of The Economist, opened the 2017 AAL Forum with a call to action to rethink the way we look at getting old. Many over 65s see and treat themselves as active and healthy people, but the rest of society is yet to catch up. If we shift our preconceptions and ingrained beliefs on what being over 65 means, we can simultaneously open up a new market and create stronger intergenerational bonds.

"I recently attended my first ever online dating night – everyone there was over 60," Sacha Nauta, The Economist's finance correspondent, opened the AAL Forum 2017 with a tale of dating with a difference.

Stitch is the world's only online companionship community created by members, for members. Its app provides a safe and unique profile browsing system that focuses on quality connections between older adults. Nauta became a "stitcher" for a night and attended one of the hundreds of events organised around the world for its 75,000 over-50 members.

What attracted Nauta to attend a Stitch event for herself was the success story behind a company that had spotted a gap in the market. "Online dating is not just for the young anymore – there is a growing

market for the older person," she said. Stitch has found a niche in this emerging market and opened up new possibilities for users and businesses, but what is it about their achievement that marks them out as ones to follow?

The truth is that a new demographic of older people has emerged – 'the new old' – who have reimagined what retired life can be, living their lives to the full as active and healthy people with time to spend doing the things they love. "These people are starting to adopt new technology but not as we expect," said Nauta. "The new old are not just adopting technology but changing it and adapting it."

What Stitch have done very successfully is to demonstrate the potential of taking



AAL EXHIBITION

## THE AAL EXHIBITION

The exhibition space at Convento de São Francisco was teeming with new projects, new ideas and new faces. This year's event also ushered in the addition of the AAL Exhibition Award, with 125 over-65s from the local area present to judge the project or product they deemed the most desirable.



As always, the exhibition space at the AAL Forum gave delegates and exhibitors alike the chance to immerse themselves in the interactive side of AAL, testing out new solutions and innovating ideas to see tangible outcomes from a handful of the projects the programme is funding and supporting.

Nearly 30 projects sought the opportunity to present at the exhibition, from the European Commission offering information on EU-funded projects and the future of digital health, to AAL projects presenting talking robots, moving toilets and dance games. With everyone sharing ideas and discussing possibilities, there was the notion that something new, something fresh was beginning for the future of AAL.

At one end of the exhibition hall three large electronic poster boards revolved between 31 vibrant posters, displaying the current progress, results and ideas of various projects within the programme. The speakers' corner further enabled projects to formally explain their poster and answer any burning questions.

An inspirational fresh addition to this year's exhibition hall was the attendance of over 125 end-users above the age of 65, all eager to give their honest opinion on what they saw. Exhibitors had approximately seven minutes to present and sell their AAL solution to the guests, which turned out to be more of a challenge than the majority of exhibitors expected.

Winners of the exhibition prize (left to right): Stefan Wüster (OPIC), Maximilian Bernard (GAALang), Paul Parak (Senio)

Award presenters (left to right): Ana Sanchez, Antonio José Alamo, Maria Helena Alves

## THOUGHTS FROM THE FLOOR

This year's forum was alight with new faces and eager optimism at every turn. We caught up with many of you over the course of the event to hear you voice your thoughts and share your own AAL stories.

"I am new to AAL and my boss just told to me that AAL is ending in 2020 - but why should it end? The problems will still exist and the people will still be here."

Vincenzo Bonati - Software Engineer, University of Geneva



We have a market that is very fragmented, so we are really going to have to deal with systems issues if we are going to have a successful market for AAL. We will also have to address the issue of interoperability and real integrated solutions, so the older person doesn't have to buy lots of devices, but one that offers many solutions. Finally, we have to address accessibility and make these solutions less complex for the user.

Dieter Saraga - AAL Advisory Board

"A new generation of old brings a new generation of family carers"

Brigitte Bühler - Chair and founder Wal Foundation of Caring People

AAL EXECUTIVE SUMMARY 2017

THOUGHTS FROM THE FLOOR

WORKSHOP

## CHANGING THE LANGUAGE OF AAL

Birgit Marillon, programme and policy officer at the European Commission's DG CONNECT, led a panel who drew upon their own projects' experiences of getting products to market, as part of a workshop looking at ways to integrate innovation in Europe.

AAL is looking to bridge the gap between technology and active ageing. But to do this effectively, you need to be able to communicate across borders. To answer this need, people within the AAL Programme and healthy environment means in order to stimulate increased exchange of knowledge.

Due to the absence of communication and combined policies across Europe in the field of AAL, solutions and products are not achieving the scale-up anticipated. In order to bridge this gap, at a European level AAL needs to acknowledge and raise awareness of the changing role of users and adapt to what is meant and what it takes to be an age-friendly environment. It is no longer accurate to measure someone by their age - they should be measured by their needs. Social and home environments should reflect this. By altering the social outlook, away from "them and us", commented ECTG ambassador Maggie Ellis, "society can create a new dialogue that sees us talk differently about the ageing population."

In making this cultural change together as investors, consumers and actors in the AAL ecosystem, AAL solutions can develop a new positive picture to promote healthy living across all ages and focus on looking at "preventative health measures instead of reactive health measures," said João Oliveira Melo, research coordinator at the University of Coimbra and one of seven panelists in the workshop.

One aspect of changing the language involves moving away from actors at each level of society (local, regional and national)



João Oliveira Melo and Mariadulena Ilano discuss their own business experiences as part of a panel of seven looking at improving AAL adoption

who continue to drive old initiatives, as this only creates fragmentation across AAL. By adopting an age-friendly dialogue, the AAL ecosystem has the opportunity to look, listen and learn together, and open calls for best practice, improved innovation, and entrepreneurship initiatives across borders.

To make this happen, there needs to be improved national education initiatives to change the perspective on the ageing population and communicate this outside of health institutions to professionals and younger people in society. Society needs to learn to understand that with the new group of older people there is a plethora of knowledge waiting to be used. As Birgit Marillon of the EU Commission said, this understanding can "help create initiatives that align policies, social care systems, research, innovation and economic needs to make for flexible frameworks that AAL can adapt to succeed."

"There are a lot of initiatives already but a framework needs to be developed to enable AAL solutions to scale-up and overcome the challenges ahead," continued Marillon. It is apparent that it is important to involve users in the innovation, testing and validation stages of AAL solutions to fully achieve what they want across Europe. Alexander Pains, assistant professor at Utrecht University, concluded: "If AAL solutions are to succeed, we first need to ask, 'what do we want to accomplish with each other?'"

30

AAL EXECUTIVE SUMMARY 2017

## INTERVIEW: RAIT KUUSE

Kuuse is the deputy secretary general of social policy at the Ministry of Social Affairs in Estonia. We caught up with him at this year's forum to talk about social policy and the meaning of intergenerational solidarity.

What were your thoughts on this year's AAL Forum? Why do you think this area of research is important?

The issue of ageing is not a single problem for a single European country, but it is a common challenge to meet together. Ageing can be viewed as a problem, due to shortcomings in resources. But it can also be seen as an opportunity. Research is the way to look at the potential opportunities we do not see yet. There are many possible solutions to bring us

closer to a society which embraces the ageing challenge. Combining technology innovation across sectors and social policy tools can help in this matter. In my opinion, the AAL Forum facilitates interactions of different policy domains towards new solutions and perspectives.

You mentioned in the plenary session at the AAL Forum that social policy on the ageing population needs to be about solidarity between generations. Could you expand on what you mean by this? The "old" social insurance schemes operate largely on the basis of generational solidarity. As younger generations nowadays face more pressure to grant the continuity of those schemes, there is a need for another balancing mechanism. What we don't want to do is to create a confrontation between generations. Saying that, we also need to find a balanced way forward, which makes the future solidarity-based social security system not only sustainable but also affordable. Looking at skills development and use of technology is one way to go.



"Estonia is a good example of a country which has created not only a well-accepted platform for digital services and interaction for its citizens, but also a habit of solving many issues digitally"

31

AAL EXECUTIVE SUMMARY 2017

# Workshop Coordinator – Summary Form

<b>Name</b>	Amelia Brice
<b>Job title</b>	Managing director of Projects
<b>Organisation</b>	Projects
<b>Email address</b>	amelia@
<b>Workshop Number</b>	7
<b>Workshop Title</b>	Marketing in the digital age

**Briefly explain the workshop objectives**

**Min. 50, Max. 100 words**

Participants will:

- Recognise new marketing trends
- Work in groups to collectively come up with their own marketing plan for a real AAL project
- Evaluate a number of marketing strategies

**The workshop structure.**

**(Please mention the input of other speakers if applicable)**

**Min. 100, Max. 250 words**

Examples of what to include:

- Who opened the workshop and what was said
- Mention if anyone was introduced, who they were and what they do
- If there is a panel or a number of speakers, provide a description of what they were each talking about
- Comment on any participant feedback



<p><b>Group-work results (if applicable)</b></p> <p>E.g. How they worked together, what they had to do, what did they come up with?</p> <p>Min. 100, Max. 250 words</p>	<p>This should also include Q&amp;A sessions as these can provide some excellent content about what other AAL delegates are thinking/wanting to know.</p> <p>Examples:</p> <ul style="list-style-type: none"><li>- What the group work involved and for what purpose</li><li>- Any thoughts from the groups on how the exercise helped them / what they gained from it</li><li>- How was the exercise concluded</li></ul>
<p><b>What products, services and/or projects were brought to the workshop?</b></p>	<p>The project <i>*...*</i>'s app: an app which can be used on mobile phones and as a web app to.... The role it played in the workshop was as a best practice example for a business plan.</p> <p>OR</p> <p><i>*Silverbot*</i>: an assistive robot that.... It was used and tested in the workshop by participants as an example of the different types of technology available to older adults. Participants were invited to use it and then ask questions.</p>



**Comment on the key outcomes of the workshop**

**Min. 100 words, Max. 300**

**In detail. Examples:**

- Did it meet the objectives, if so how, if not, why not
- What do you think participants learnt
- What do you think participants will take away with them
- What have you taken away from the workshop

**Please, provide us with yours or your organisations:**

**LinkedIn**

**Twitter**

Please return your completed forms by: Friday 5<sup>th</sup> October 2018



# Insight at the Forum

We will have someone in each workshop – Amelia Brice, Harry O’Neil, William Davis, Sam Davis.

We are there to observe and gather opinion from delegates about what they thought.

This will add colour to the summary report

We will be tweeting etc from workshops live

We will be reporting live from some workshops



*Insight will also be gathering opinions from around the Forum throughout – if you have something to say grab us, talk to us, tell us what you think.*

# Any questions?

**AAL**  
PROGRAMME

**AAL FORUM 2018 BISCAY**

24th-26th  
SEPTEMBER

**BILBAO**

EUSKALDUNA  
CONFERENCE CENTRE

**Bizkaia**  
foru aldundia  
diputación foral