

# AAL FORUM 2019

23-25 SEPTEMBER, AARHUS, DENMARK

**SMARTER PRACTICAL IMPLEMENTATION OF DIGITAL SOLUTIONS TO ENHANCE ACTIVE AND HEALTHY LIVING**



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# FOREWORD

## AAL Programme President Peter Saraga

**Welcome to the** AAL Forum 2019 and to this year's beautiful, age-friendly host city of Aarhus. It's certainly a fitting venue for the forum, and I hope you all take the opportunity to enjoy some of the many activities that showcase this. I'm told swimming in the harbour will certainly set you up for a productive day of workshops and networking!

As usual, we have a packed programme of workshops, focusing on a variety of key aspects of AAL. More efficient and long-term implementation of technology is certainly one of the main challenges we face, so a series of workshops will be exploring ideas about good practice, policy and funding mechanisms in Europe to help get good solutions into people's homes.

We are also exploring age-friendly environments and how we ensure more of our communities in Europe follow the example of cities like Aarhus. Of course, using technology as a driver of this support for older people relies on huge amounts of data, so we need to look at ways of how we cope with issues related to security, privacy and ethics, too, so we have sessions focused on mastering data.

Meanwhile, we are also considering two other important aspects of AAL's work through our workshop programme. We want to learn from AAL experience, both how SMEs can be better supported to be successful in the market, and explore how digital technologies can ensure that these companies can make the most of the valuable experience the "silver workforce" offers.

There is one particular workshop I would urge you all to follow closely as it focuses on the very future of AAL and how Europe plans for its ageing population in a digital world. The AAL strategy committee is currently working on a proposal for the EC's next partnership programme for active and healthy ageing that will start with Horizon Europe in 2021 – and we are looking for your input.

The proposed new partnership programme will centre around the idea of ecosystems – interconnected collaborations of key stakeholders through which technological and social innovations can be quickly shared, as well as the experiences of developing and deploying them. Is this the right approach? We want to tell you why we think it is, and want to hear your thoughts on how we get it right for all.

You will also have your chance to have your say by participating in our survey. Again, this has been developed to canvas opinion about the future of AAL so



that we make the most of the lessons learned by all in the AAL community to help shape that future. I urge all of you to do the survey and be part of AAL's next chapter from the start.

Partnership is, of course, a key element of every AAL Forum, and this year we are extremely fortunate to welcome the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) as partners and co-organisers of our event. As part of our joint mission to support the digital transformation of ageing and care, we have teamed up with EIP on AHA to bring their 2019 Conference of Partners to the forum.

This strategic collaboration will kick off with a joint opening session and continue with three joint workshop sessions focusing on a variety of common topics. Critically, we are coming together just at the point when the EC plans a future partnership programme that will address the challenges and seize the opportunities of Europe's ageing population. We have arranged a special joint plenary debate on the future of health and social care for an ageing population in Horizon Europe for all to have a real say in the future direction of funding.

I would also like to draw your attention to some other activities at this year's forum. The Citizen Accelerator event is a hackathon-style session designed to bring new thinking to the table; the elevator pitch session will provide valuable guidance on how to pitch your product to potential buyers and investors; and our Lean Start-up Academy will provide support for those looking to break into the market.

Finally, you won't fail to notice that the AAL Forum 2019 boasts the largest exhibition we've ever had, showcasing the latest projects, products, services and support designed for active living in the digital world. Take the time to visit every stand and talk to the brilliant people behind this technology. You won't be disappointed.

# AARHUS

## A CITY THAT DOES AGEING THE RIGHT WAY

**Aarhus**, Denmark's second largest city, provides independence and care for all its citizens with advanced assistive technology and invested welfare rehabilitation services, making it the ideal home for the AAL Forum.

'A caring municipality' – Aarhus has been living up to its motto and then some over the past few years, addressing the challenges of demographic change by investing time and care into empowering its senior citizens, orchestrated through various policies with technology at their heart.

When it comes to applying new technology, the municipality helped propel Denmark to becoming the most digital society in Europe according to the 2018 Digital Economy and Society Index.

Through innovative technological solutions, Aarhus has transformed its healthcare system so that it sustainably delivers quality caring services and welfare options for each of its citizens at all stages of life and health.

Aarhus has pushed to make active living technologies available and valuable to its citizens, providing care services that encourage active lifestyles and inspire personal freedom and self-reliability. It has also elevated support for carers.

Being well aligned with the objectives of the AAL Forum, with technology at its core, Aarhus's mission to deliver effective health services has seen an influx of start-ups that are keen to invest time and effort into their citizens' futures, rethinking ICT solutions for healthier, longer and happier lives.

Aarhus is a powerful example of what an active and healthy society has the potential to achieve with the right support, collaboration, initiatives and ambition. It is a city driven by the happiness of its health system, making it the perfect host for the AAL Forum 2019.

# WELCOME



**Welcome to Aarhus**, the second largest city in Denmark. Aarhus is a historic city founded in the Viking Age surrounded by the beauty of nature. Today, our city is a strong national centre of growth with a significant international profile as well as a leading city of knowledge, culture and education, in close collaboration with our partners in the Central Denmark Region.

We are delighted to host this year's AAL Forum, where we aim to showcase how successful implementation can support health and care, telemedicine, rehabilitation, mobility, vitality, leisure, and more.

In Aarhus we focus on making active living technologies available and valuable for our citizens, developing all the technological and methodical aspects of smart, sustainable, age-friendly environments, and using technology to create more health, more rehabilitation, greater self-reliability and more freedom for our citizens, regardless of stage of life, stage of health or disability.

To achieve this, it is necessary to create and maintain a broad and deep range of international collaborations, where we can share knowledge and develop targeted technological solutions designed to add value for older people. In this perspective, I am proud that our city can attract exciting international conferences like the AAL Forum and the Rehabilitation International World Congress, which in September 2020 will mark the culmination of our Year of Rehabilitation.

Moving forward, Aarhus Municipality also has a great interest in contributing to the development of the AAL Forum and strengthening the ties with a strong platform such as the AAL Community. One common interest here is to elaborate on the Sustainable Development Goals of the United Nations. Specifically, the AAL Community has a unique possibility to contribute to Goal 3: Ensure healthy lives and promote well-being for all at all ages.

See you at the AAL Forum 2019.

# TO THE AAL FORUM 2019



**Central Denmark Region** is the public authority responsible for the region's hospitals. We excel in having a value-based health sector and we have a long history of smart industry, automation and one of the most digitised health systems in Europe. It is our goal to ensure that our 1.3 million inhabitants enjoy the highest possible quality of life and stay healthy and active into old age. When older citizens are living safer and more independent lives at home, the number of people in hospital will drop – and that benefits everyone. We can thank assistive technologies and innovative solutions for this improvement in everyday life.

To ensure longer, healthier and active lives for our citizens, we must be at the forefront of technological innovations. But we cannot do it by ourselves. To achieve our aspirations, we engage in partnerships in the region, including with hospitals, researchers, universities, private companies and especially the municipalities where social care for older people is a core task. These partnerships benefit the private and public sector alike.

In order to keep advancing, we also acknowledge the need for partnerships across borders with our European neighbours. Strong partnerships mean sharing our experiences and knowledge with others. This is one of the reasons why we are proud to welcome the EIP on AHA to Aarhus this year. This innovation partnership from the EC has inspired us to further strengthen our local and international ecosystem.

With that in mind, it is our absolute pleasure to be involved in the AAL Forum 2019. The forum is a strong platform, where key stakeholders involved in healthy ageing gather to discuss and plan the future of ageing well in a digital world. Part of Central Denmark Region's contribution to the forum is related to the Citizen Accelerator, a side event which brings together relevant start-up companies and gives them qualified feedback and market validation from experts and citizens. As part of the forum's closing ceremony, I look forward to presenting the first-ever AAL Forum Citizen Accelerator award to the candidate deemed most eligible.



**In the Department** of Health and Care at Aarhus Municipality, we work hard to ensure that our citizens are independent, self-reliant and that they are able to maintain a high quality of life.

This mindset is expressed in everything we do together with the citizens. It is important to us that everyone is offered health services from cradle to grave, and that these health services are closely aligned with the everyday lives our citizens lead.

This is also one of the reasons why we work together with citizens, using training and rehabilitation to ensure that they are able to stay in the comfort of their own homes for as long as possible.

We can see major improvements in quality of life for people if we support them to be self-reliant and we can also see the potential this has to help them keep fit and happy. Our many skilled employees always maintain a strong focus on testing and learning the latest technologies that are most helpful in fulfilling this aim.

We do this together with the people involved and by inviting families and their networks to help their next of kin live their best life possible, as well as educating them on the best ways to do this.

With the necessary care, the necessary aid and the necessary relationships in place we can ensure that everyone has the potential for a safe and good life.

It is with these key objectives in mind that the Department of Health and Care at Aarhus Municipality supports a strong and lasting collaboration with the AAL Community and this excellent forum. Together, we want to discover ways to further develop technology and ways of working, which will further enable our municipality to deliver the best services for all our citizens.



## A COLLABORATION FOR THE FUTURE AAL AND EIP ON AHA

As part of their joint mission to support the digital transformation of ageing and care, AAL has teamed up with the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) to bring their 2019 Conference of Partners to the AAL Forum. More than 200 EIP on AHA delegates are at the event, while a series of joint workshops and a plenary session have also been organised.

EIP on AHA is an initiative to foster innovation and digital transformation in the field of active and healthy ageing. The EC funds several EIPs and EIP on AHA was the first, set up in 2011 to focus on the challenge of our ageing population with an overarching target of increasing by two years the average time older people in the EU remain healthy by 2020.

The partnership will make the AAL Forum 2019 the biggest forum yet and so becomes the year's most important networking opportunity for all those involved in this growing market sector.

The strategic collaboration between AAL and EIP on AHA kicks off with a joint opening session and continues with three joint workshop sessions focusing on a variety of common topics, ranging

from advancing the EIP on AHA's Blueprint for digital transformation of health and care, the commercialisation and implementation of digital health technologies, and how to best measure the success of digitally-enabled services.

Perhaps most importantly, however, the two communities are coming together as the European Commission is in discussion about a future partnership programme that addresses the challenges and opportunities of Europe's ageing population. This gives every delegate the chance to take part in a special joint plenary debate on the future of health and social care for an ageing population in Horizon Europe and have a real say in the future direction of funding for it post-2020.

The collaboration culminates in the joint closing of the AAL Forum and the 2019 Conference of Partners together with the European Awards for Reference Sites and the presentation of the AAL's Exhibition Stand Award and other prizes as well as the announcement of where the forum will be held in 2020.

"This year's AAL Forum is a great showcase for the diversity, dynamism and collaborative spirit of the growing community of ageing-well activists,

business developers, researchers, regional actors, older people themselves and end users," says Klaus Niederländer, Director of the Central Management Unit of the AAL Association.

"We are very pleased and excited about the collaboration with EIP on AHA," he stresses. "It is the perfect chance for the people in the two programmes to meet and work together and living proof of the growing collaboration between the different European partnership programmes on ageing, which also includes the JPI MYBL. We speak with one voice."

Jose Martinez, coordinator of the CSA supporting the commission in managing the EIP on AHA sees the collaboration as a perfect chance for people working in the same sector to get together and share ideas. "This is a great opportunity to network, plan and join a wide-ranging audience of leading European thinkers, regulators, policymakers, regional actors and associations," he says.

"Participants from both communities will have the chance to meet up with their peers in a real-life setting. Let's use the occasion to develop synergies between these two exciting European programmes," he concludes.

# MEET YOUR MODERATOR

**Fernanda Freitas** is a journalist with a keen interest in the topic of ageing who is returning to the AAL Forum to moderate the plenary sessions. We caught up with her to find out more about why she considers the world of active ageing to be such an important matter

### Tell us about your interest in the field of active ageing.

I was the National Ambassador for the European Year of Active Ageing and Solidarity Between Generations in 2012. This was an amazing experience and really got me involved in the whole area, especially the technology side of things. We all tend to think that technology is for young people, and then I was introduced to this whole world of new ideas and tech all aimed at older people and healthcare. It's really an issue that I love. I used to work in public television and I had a daily show called Civil Society, and each week we spoke about something to do with active ageing. It's something we have to live with from the moment we are born. We are all affected by ageing.

But the part I am especially interested in is to do with old people living alone and not having any social link to anyone. When we worked at the European Year of Active Ageing, one of the points they made was that loneliness is one of the worst things for your health. One of the big issues that we worked on was intergenerational activities, which help to show that everything can be done, regardless of your age.

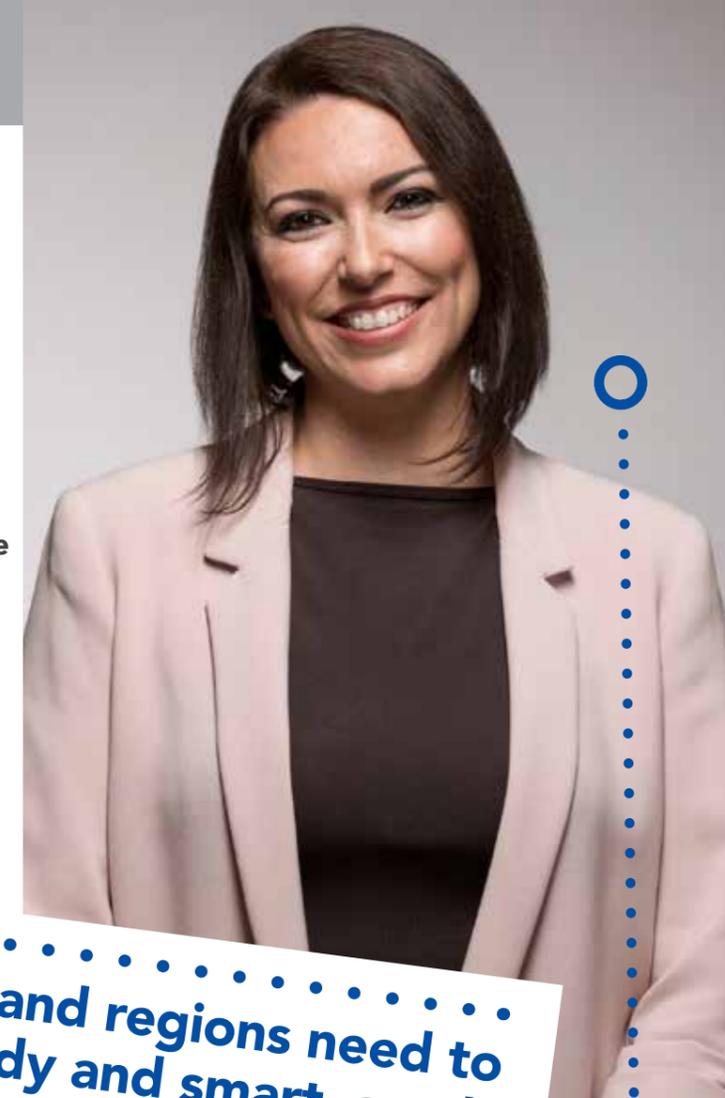
### How can we address this issue of loneliness?

I think we have two problems. Firstly, people don't tend to live near their parents anymore, and this can leave older people without a lot of connections. Then we also have the problem of when people retire, they often feel like their life has ended. This is a perception we have to help change. I think that people who stay active are the people who don't really get old. So it really depends on how you look at your ageing.

It also depends on how you prepare for your life after work. Maybe millennials will be better prepared for this, they are building their own way. You need to prepare when you realise you're not getting younger. It can be anywhere between 30 or 60; it just depends on the person.

### What are you looking forward to at the forum this year?

One thing which I think is great (but won't be doing) is the running and jogging with seniors and swimming at the harbour! Exercise is so important. One of the things I love the most



Cities and regions need to be ready and smart, so older adults can continue living the lives they want to live.

is when you get people over 60 and over 70 doing an Ironman. I cannot imagine how they do it. I can't even run for half a mile! That is the extreme level of active ageing.

The workshops at the forum are great. I went to one last time which was showing all these things that older people can still do. We have a saying in Portuguese which translates to "an old donkey will never learn a new language". I try to learn something new every week, and I am going to do the same for the rest of my life. I try to get people around me to do the same thing. It really depends on how you prepare. You don't change a lot of what you do when you're 60 or 70. But if you start doing it earlier then you have this habit formed of learning new things.

Finally I think mobility is a huge topic. Our cities are not necessarily that easy for older people to use. I don't think our cities are ready for older people and the growth of older people that we are going to see. Cities and regions need to be ready and smart, so older adults can continue living the lives they want to live.

# DESTINATION

Aarhus, second city of Denmark, has a reputation for individualism. Make sure you experience the good vibes our lovely city has to offer. In recent years Aarhus has been praised as a must-visit destination by Vogue, Lonely Planet, CNN, National Geographic and Momondo. The city offers a number of great sights and extraordinary cultural as well as gastronomic experiences, following the trends of New Nordic Cuisine.



## AT THE HEART OF THINGS

The AAL Forum 2019 takes place in the Aarhus Congress Center, a vibrant arena with interactive facilities to showcase European healthcare solutions and developing potential. It is also placed within 5-10 minutes walk from the central train station, bus stops and lots of shopping opportunities, restaurants, cafés and the sparkling nightlife of Aarhus city.

## EXPLORE AARHUS BY FOOT

You only need to stroll through Aarhus to feel the special atmosphere of the city. You can walk the 850 metres of the pedestrianised high street "Strøget" or you can start by exploring the charming Latin Quarter with the narrow and cobblestoned streets and the many exclusive small shops offering the latest Danish fashion. Here you will learn why Aarhus is named the best shopping city in Northern Europe. After shopping you can enjoy a meal, a glass of white wine, or coffee at one of the many cafes along the stream that winds its way through the centre of the city.

## CLOSE TO THE VENUE

In the backyard of the venue appears ARoS Aarhus Art Museum. ARoS is the main art museum in Aarhus and one of the largest museums in Northern Europe. On the roof of ARoS you can visit 'Your rainbow panorama', a 150-metre-long, circular, multicoloured panoramic path with 360° views of the surrounding city. In the downstairs area you can enjoy the major



LATIN QUARTER



YOUR RAINBOW PANORAMA

## FOR FOODIES

Gastronomy in Aarhus is of the highest order, and the creative gourmet chefs are second to none. With four Michelin restaurants in this modestly-sized city, Aarhus certainly has ample backing for its claim to offer world-class gastronomy. Aarhus is the gastronomic capital of Jutland and the menus at the Michelin restaurants – Frederikshøj, Gastromé, Substans and Domestic – include both the New Nordic Cuisine and French cuisine, and they distinguish themselves by being classic, modern, and experimental all at the same time.



NEW NORDIC CUISINE

special exhibitions, with the 'nine spaces' presenting international art installations. The upper floors house the museum's own collections of art from the 19th century up to the present day.

## THEME PARK

Tivoli Friheden is a theme park in the centre of Aarhus located within walking distance from the city centre in the beautiful Marselisborg Forest. In Tivoli Friheden you will find four roller coasters, 40 rides, stalls, games and playgrounds. The cosy garden offers plenty of experiences with beauty, entertainment, excellent restaurants, concerts, theatre and much more. With its wide range of opportunities and entertainment, Tivoli Friheden is the ideal choice for all kinds of excursions.

## MUSEUM

Just south of the city you can experience the MOMU – Moesgaard Museum - where the past is brought to fascinating life. Prehistory presented innovatively in a breathtaking architectural setting makes for a world-class museum experience. The past becomes alive and the people in the exhibits will step forward and provide the visitors with a better understanding of the past and how we arrived at where we are in the present. The Moesgaard Museum is a huge attraction not only because of the architectural design of the museum and the exhibitions, but also due to its location in the beautiful natural surroundings in the south of Aarhus, overlooking the woods and sea.

## ENJOY TIME WITH AARHUS SENIORS

How do Danish seniors use their devices? Do you want to get to know Aarhus from the comfort of your running shoes? Do you want to understand the power of Aarhus' senior volunteers? Or how about a morning swim in the city harbour before the forum programme kicks off?

At the AAL Forum 2019, you get the chance to come closer to Danish culture. We want to show how the city gives its citizens the opportunity to live an active and healthy life and be part of a social society.

The following social activities are driven by older volunteers who have left the labour force:

### GUIDED MORNING RUN WITH SENIORS

A jogging tour for half an hour with a volunteer senior runner, who will guide you and tell you about the city. The jogging tour will take place in smaller groups.

### DINNER WITH LOCAL END-USERS

This event offers you dinner with a Danish family. You get the opportunity to talk to seniors about how they live with digital solutions.

**Price:** Free but bring a small gift from your home country.  
**Please note:** There is a maximum of two participants per family.

### SWIMMING IN AARHUS HARBOUR

We offer a swim with senior "Viking" volunteers in the sea in the harbour swimming facility.



**Bengt Andersson, senior advisor at the Nordic Welfare Centre, speaks about the methodology and overview of welfare technologies that have been implemented in the Nordic countries and what lessons can be learned by the AAL community**



# SMARTER IMPLEMENTATION

**Could you explain a bit more about the Nordic welfare model?**

Our mission is to develop and strengthen the Nordic welfare model by compiling and disseminating knowledge on welfare issues. I am focused on the area of welfare technology.

What we have in common in the Nordic countries is our welfare models. They differ a bit from country to country, but they are all financed by taxes, so there is no real cost to people who need healthcare or social care. This Nordic model is somewhat under threat when it comes to demographic development. Some rural areas have around 25-30 per cent of the population over 65. This situation means that these populations need more support for healthcare and social care from society, but there are not enough taxpayers to pay for it. This is what the Nordic Welfare Centre is working to resolve, finding ways to help older people in general and with a particular focus on those with dementia. I am looking at how digitisation can help.

**Does active ageing come into this?**

Active ageing is one part of it. We have a programme working with elderly-friendly cities and how these can motivate and be a platform for active ageing. We can see each and every generation is healthier than the generation before. So even though we have an elderly

**BENGT ANDERSSON  
KEYNOTE SPEAKER**

population, they are healthier for longer. But sooner or later they face challenges like chronic disease and other things that happen when people get older.

**What are the specific challenges we face when it comes to the implementation of these solutions?**

There have of course been developments when it comes to technical solutions, but it has always really been about change management. It is 20 per cent about the technology and 80 per cent about how to organise and implement, how to manage change and change the culture in our organisations. We need to offer these welfare services in a new way.

**Does the market exist for products designed for older people?**

We know a lot of services and products that have been in the market for almost 10 years, and we know that these work for both people and organisations. They have been evaluated in all kinds of ways. What we struggle with is to have a broader and wider implementation of these technologies. The market is there for companies producing this kind of technology, but they have problems reaching out and selling their services.

**Where does AAL fit into this?**

I think it is very important to have international cooperation, exchanging knowledge of experience and best practices on all levels, from authorities to companies to professionals. That is where the AAL Forum plays its part. I believe a lot in networking and knowledge exchange across borders. AAL is vital for development to go faster.

**On a personal level, what are you hoping to learn from the forum?**

I know that I will meet people and exchange ideas, and I hope to go to some interesting seminars and listen to the results of other people's work. I'm sure I will get to know about services and technologies I didn't know about.

**What message would you like to get across to the AAL community?**

We have had quite an interesting programme going on for three years, where we have identified 23 distance-spanning solutions in rural areas. These are all well implemented, working mostly for organisations and the end users. We have heard so much about projects and pilot projects and so on, but what we really need is to present solutions that are in the system and already work. We need to show how they have been implemented and how we can use that knowledge to implement more across Europe.



## FORUM DELEGATES - HAVE YOUR SAY ON THE EC'S FUTURE STRATEGY FOR ACTIVE AND HEALTHY AGEING IN EUROPE

The European Commission is considering how to continue funding the development of innovations in technology, products and services that improve the lives of our ageing population. The likely outcome of this exercise will be a new partnership programme that funds research as well as helps stimulate expanding digital markets all in the context of ageing well.

It is also likely that the new partnership will pool together the various European initiatives that currently address active and healthy ageing into a single, focused organisation to support the medical advances that help to extend the length of people's lives with digital solutions that improve their quality of life.

Since 2008, the AAL Programme has been one of those EC initiatives, contributing to the improved wellbeing of older people by developing and adapting digital products and services that address the challenges we all face as we grow older. In turn, this has helped strengthen industrial opportunities in the field of active and healthy ageing technology. The programme, which is a partnership of member states supported by the EC through its research funding



programmes, has been funding projects to do this work, with more than 220 projects being funded since it began.

AAL is looking to influence the shape of any new programme by making sure it builds on its past experience and achievements. Lessons have been learned about getting innovations to market, while the AAL's vibrant transnational network of different stakeholders has already been created.

AAL has, therefore, developed a detailed proposal for how the EC may formulate

its new strategy to meet the challenges of an ageing population, while also making the most of the opportunities this brings us.

The core value of the proposed new programme is simple: help people to age well. It will be centred around the idea of ecosystems – interconnected collaborations through which technological and social innovations, as well as the experiences of using and developing them, can be quickly shared. The idea is to help organisations and innovators in a flexible way in the areas where they need support.

With the idea of partnership central to this proposed strategy, AAL is now calling on all those at the AAL Forum to provide input and help shape the new EC programme on ageing well.

Our survey seeks YOUR opinion on the AAL's achievements and lessons learned, the state of active and healthy ageing market today and how we should approach the challenges we face now and in the future.

Go to the link below and do the survey - it won't take long to complete.



# AN ECOSYSTEM APPROACH

## JULIE ARTS KEYNOTE SPEAKER

### Can you explain what an ecosystem approach is?

An ecosystem is an interconnected collaboration within an ecosystem itself, which could be geographic or sector wide, for example. It's a community of organisms – individuals, institutions, organisations – who start to work with each other and interact with each other in order to evolve and adapt to external influences. In an ecosystem approach you need to look at how everything is connected, what are the interdependencies within this system – and you focus on all the players involved, not just stakeholders, and understand their relationships and dynamics.

And in looking at it like this, you don't only look at what you can perceive right now, but what the root causes are of some of those dynamics and relationships. That gives you a real understanding of how things currently operate and relate to each other and it is from this deeper understanding that you can find interventions that have a more sustainable impact instead of just being reactions to symptoms.

If we want to change something disruptively or sustainably we have to go to the underlying assumptions and question what they give rise to. You can confirm those assumptions or shift them – and this is a step that is often overlooked in this age of fast living and work and, in the case of many organisations like AAL, in the complexity of being a European network with almost every aspect of societal life involved. To see clearly through such complexity, it is good to ask why and question those mental models.

Another typical thing about an ecosystem approach is that although it is about creating results and innovations, what you are working towards is an aspiration and a lot of that aspiration is accepting that we don't really know

**AAL is developing a proposal for a future European partnership programme that introduces an ecosystem approach for ageing well. But what does that approach actually mean? Julie Arts works for the renowned Presencing Institute, providing action research for societal transformation and she will provide valuable insight into this approach during her keynote address and a workshop on Tuesday morning**

what it will look like in the end. That means creating or embracing a village of interventions and innovations instead of working towards building that one solution that will fix it all once we implement it. By the time everyone has agreed on that one solution it would probably have been watered down and the times will have changed. So, what you do is create in your ecosystem spaces for innovation and learning where a multitude of innovations can arise – and you learn from that and constantly adapt to what you are learning. So, you are not looking for that one solution that you can develop and implement, standardise and upscale.

A lot in an ecosystem works regionally or locally in different parts of the system and it's when you take time to connect those and learn from them that you see what is taking shape. That is a very different approach because you have to accept that you can only see clearly what you know now and you need to allow for innovation to happen in different places.

### How will this all apply to AAL?

I see a shift in thinking happening in the case of many organisations like AAL that have the capacity to convene many different stakeholders. The role that these organisations could have in an ecosystem approach is to create the conditions for collaboration, innovation and learning – which is a different approach to what often happens, which is to try to figure it all out and then coordinate everyone to do what they think is best.

The ecosystem approach will be more about AAL convening and creating the conditions, allowing the connections to

arise, leading to more self-organised innovation than coordinated innovation. Another role that AAL can adopt is to allow innovation to happen locally and regionally and then provide the communication as a whole so that others can learn. AAL can create the infrastructure for the learning to be seen and to be shared – support locally and then connect globally. People will need to let go of the yearning to see things that work in one area simply copied to work in their area. We need to look at things in the context of our own spaces and then reproduce it, which is a very different thing to copying it. You have to adapt things to the local circumstance. It's a case of discerning what is universal and will apply to me too and what needs to be adapted to the local context – a skill in itself.

### How does this shift take place?

AAL is very articulate in expressing what they have done so far, what they have achieved, but that times are changing and that they believe in a new approach. The capacity to articulate and share this information is very important, but AAL now needs to see who is attracted to this approach, who is on board. With an ecosystem approach, you cannot push something top down. You need to attract and pull the right players in and that is when the relationships and the connections start to work. Communication is key to all this, certainly now in the first stages.

It's then a question about having the right conversations – what's already there and what are the aspirations – and it will be for AAL to create the right conditions for these conversations to take place. It will take time to get this in



**It is better to integrate innovations and embed them into the social fabric for them to make a real difference for people**

place and for things to become aligned that lead to co-creation. Sometimes you see networks that get stuck in the talking and others that get stuck in the doing without the talking. A subtle balance of autonomy and connectedness is needed.

### Why would AAL adopt this?

There is an understanding in all the sectors I work in, and I notice it in this one as well, that a lot of the solutions are actually available and somehow there is not that systemic shift. This

could be that we have focused on the technical solutions and not on the social adaption process and how the solutions contribute to the overall aim – which in AAL's case is ageing well.

Focusing on the solutions means they are rarely adopted as they are not connected to all the stakeholders – their situations and needs, to the people. If we don't look at the social complexity we end up with a lot of good solutions that are pushed into the system and they constantly keep changing. If you just

focus on innovation, you can innovate forever and by the time it gets adopted, there is already another one available. It is better to integrate innovations and embed them into the social fabric for them to make a real difference for people. A human connection will lead to social adoption.

### How should AAL adopt this approach?

If we look at AAL and what has been achieved so far and then consider what is needed now, I cannot give that answer right now. The whole point now is to raise curiosity, bring people together and provide the context for them to figure out the answer. After my keynote speech, we have a workshop on this, but that is just the beginning of a journey of finding a way forward. Someone coming in from the outside and saying 'I think it should look like this' is the old model.

What is key is that the stakeholders are brought together at the forum and a dialogue is started – if this is an approach that we believe is necessary for the whole and would benefit not only older people but all the organisations involved in AAL, then how are we going to get there? It starts with listening a lot – AAL is good at that and they understand the current system. But they also need to look at the world around them and the context in which they operate – these are the disruptions and the challenges we now see.

AAL wants to 'support regional ecosystems to stimulate innovation, exchange and large-scale adoption'. It's very hard to disagree that such an approach is very important given where we are right now. AAL needs to provide anchors about what it could look like and then nurture dialogue to co-create what it could become. What I have learned is that the moment you say 'this is the answer' it all stops working because it's not co-creative, it's not enquired into. In an ecosystem, where there is no formal authority, co-creative and participatory processes become hugely important.

The AAL's reasoning is connected to the world of today and related to where it is right now and it has created something that will speak to all stakeholders. If it does, they will then have the opportunity to step into the conversation knowing they have an idea of what is possible.

# TWO FIRSTS FOR THE FORUM

## CITIZEN ACCELERATOR

For this year's AAL Forum, we have reworked the traditional hackathon format into an entirely new concept – the Citizen Accelerator. This took place over the two days preceding the forum, and the winner will be announced at the closing ceremony on Wednesday. The classical goal of a hackathon is to produce new ideas for solving specific problems. But in the world of AAL, we don't necessarily need new ideas – in fact, we have ideas in abundance! What we don't have, however, is a huge amount of success in implementing these ideas.

The Citizen Accelerator is a two-day event in which startups and scaleups are given qualified feedback and market validation from experts and citizens. Seven companies from Denmark, Sweden, Germany, Latvia, Italy and the UK were led through a structured process in which users and experts provided advice to ensure a better product-market fit.

Product-market fit – the degree to which a product satisfies a strong market demand – is core to the success of any startup, and essential to bringing the products to users in the best way.

Through different exercises, the panel of citizens and experts helped the startups and scaleups find a better product-market fit and accelerate their access to implementation in the market. And, through a series of workshops and mentor sessions, the startups and scaleups were provided with a wealth of useful information, after which they finally pitched their company to the jury.

The jury has now selected the three best candidates – including the winner of the first-ever AAL Forum Citizen Accelerator Award. All three of these candidates will be presented on stage as part of the closing ceremony on Wednesday, so make sure you are there to hear their pitches!

## AAL LEAN STARTUP ACADEMY

The AAL Forum is this year hosting the first AAL Lean Startup Academy on Monday 23 September 2019. The Lean Startup Academy provides AAL projects with a valuable opportunity to validate their business model and increase their commercial traction. By checking their assumptions against the market, AAL projects are guided by a business coach to identify priority customers, the best fitting value proposition, and the right channels to reach them through.

Monday's session in Aarhus was the first of a set of three workshops that aims to take participating teams through the right steps to rapidly develop and test novel solutions by gathering feedback, develop a goal-oriented and well-planned business model, and exploit and disseminate key results and solutions. The second and third workshops will take place in the coming months in Brussels.

As one of the largest events of its kind in Europe, the AAL Forum 2019 is hosting a vibrant exhibition of technology designed to improve quality of life for older people. The exhibition was created in collaboration with CareWare.



See a full list of AAL Forum exhibitors from page 46



# EXHIBITION

## GUIDED TOURS

Guided tours of the exhibition have been arranged and will bring together small groups of participants (10-12) with a guide and a schedule. The guide will take the participants to a selection of stands, where the exhibitors will each have five minutes to present their product, with another five minutes penned in for questions and answers. When the time is up, the guide will ensure that the whole group moves on to the next exhibitor. Within a time slot of 1½ hours, the group will get acquainted with 6-8 technologies.

The mixed groups will ensure a dynamic interaction – delegates will meet peers and will have the chance to get to know products that may have otherwise been missed.

### HOW TO TAKE A TOUR

Select a time slot that suits you and select a category – we will take care of the rest. You can sign up for as many guided tours as you like.

The times available for guided tours are:

Tuesday 24th	9:00-10:30
Tuesday 24th	11:00-12:30
Tuesday 24th	16:00-17:30
Wednesday 25th	9:00-10:30
Wednesday 25th	14:00-15:30

Tours are divided into the following categories:

**TRAINING:** Technologies that can help you stay fit or get in shape, physically as well as cognitively.

**SAFETY AND SECURITY:** Technologies that can detect if a person has fallen, that help people avoid falling, that help you to locate a person who has gone missing, and that allow people to call for assistance if they are in need of help or that help them to feel safe and calm.

**ACTIVE LIVING, WORK AND COMMUNICATION:** Technologies to make it easier for people to lead an independent life, can help people at work, or are used for communication with friends and relatives.

**HEALTHCARE:** Technologies that are aimed at healthcare professionals that can help them in their work when supervising patients or helping people in their own homes.

**R&D AND EDUCATION:** Research or learning programmes that are aimed at innovation and cross-sectorial collaboration or information about AAL and end users and their needs.



## POSTER PRESENTATIONS

The poster presentations at the AAL Forum 2019 all take place on WEDNESDAY and are divided into three timeslots. All focus on the main forum topic, *Smarter practical implementation of digital technology to enhance active and healthy living*.



### 9:00-10:30 IN ROOM 3

#### Belen Sotillos

The facilitator role of residential homes and day care centres for elders accessing ICT: insights from a quality system.

#### Belen Sotillos

Designing a conversational agent for requesting primary care appointments. Proof of concept and implications for patient safety.

#### Jessica Marian Goodman Casanova

TV-Assistdem Pre-Pilot Study: Overcoming challenges before successful technology implementation.

#### Henrik Ravn

A framework for the implementation of active assisted living technology – a case study from the Municipality of Viborg.

#### Søren Holm Pallesen

Automatic data collection of assisted living technology and humans supporting the care sector and the technology used.

#### Plinio Morita

Rethinking Privacy Agreements (PA)

#### Pedro Velmovitsky

Blockchain platform for consent management in ambient assisted living.

#### Laura Fadrique

Privacy and trust in healthcare IoT data sharing: a snapshot of users' perspectives.

#### Oana Cramariuc

Integrated solution for innovative elderly care – data, ethics and regulations.

### 14:00-15:30 IN ROOM 3

#### Sara Casaccia

Homes4Life: certification for investment in ageing in place.

#### Rosa Almeida

A cross-border learning journey shaping the design of public services through user-lived experience.

#### Majbritt Aagaard

Medicine on time.

#### Many-Me

A friendly community for dementia patients.

#### Sabina Misoch

From access to acceptance – Insights gained from living lab research together with nursing and retirement homes.

#### Elisabeth Broneder

TACTILE – Preventing dementia and social exclusion with mixed reality technology.

#### Pedro Velmovitsky

Mobile health platform for population-level surveillance.

#### Sara Casaccia

Alpha testing as an essential precursor of a large scale beta test; lessons about the eWare ecosystem.

### 16:00-17:30 IN ROOM 3

#### Lene Vad Jensen

Personalised lighting, a cooperation between the municipalities of Aarhus and Copenhagen.

#### Per Bo Nørgaard Andersen

How to create a shared practical service platform to ensure procurement, technical support and equipment set-up to telemedicine.

#### Sandra Lisa Lattacher

Raising awareness for people of their own health – behavioural changes during a 12-month field trial.

#### Vilans

Increasing resilience of older adults with MCI.

#### Vilans

Alzheimer Care Trainer: Reducing stress of informal caregivers and improving long-term care for Alzheimer patients.

#### Kirti Sahu and Arlene Oetomo

Smart home-based public health surveillance for health behaviour risk monitoring and behavioural change: An AAL perspective.

#### Pilar Barnestein-Fonseca

Technology in patients with memory problems and their caregivers.

#### Pilar Barnestein-Fonseca

Use of SMART4MD APP in patients with cognitive impairment and mild dementia.

#### Bogdan Cramariuc

IONIS: Validation of technical solutions through pilots with end users.

#### Ms Angelica Poli

vINCI – Clinically-validated INtegrated Support for Assistive Care and Lifestyle Improvement: the human link.

# THEME DESCRIPTIONS

All 32 workshops taking place at the AAL Forum 2019 relate to one of the following themes, providing clear focus for each session. Theme 6 was left open

## THEME 1 SUCCESSFUL IMPLEMENTATION – HOW DO WE ENSURE BETTER, MORE EFFICIENT AND LONG-TERM IMPLEMENTATION?

Not all digital solutions are implemented successfully in the AAL domain. In some cases, technology is too costly to be adopted or has a too heavy infrastructure for smooth installation. In other cases, social and health care providers do not even know about the best tech solutions available. In addition, caregivers sometimes lack the required digital skills to operate new technologies. In many other cases, it may well be that end users didn't receive competent guidance on how to use these new technologies and therefore did not embrace them. Exchanging good policy practices and funding mechanisms across Europe can help us address implementation barriers in the healthcare sector.

## THEME 2 AGE-FRIENDLY SOCIETIES – HOW DO WE FOSTER AGE-FRIENDLY ENVIRONMENTS AND COMMUNITIES?

Age-friendly ecosystems allow people of all ages to actively participate in community activities. They help older people to stay active outdoors and give them the safety to transport themselves from one place to another. How do we make sure that our designers, decision-makers and environmental planners take age-friendly environments into account in the future?

## THEME 3 DATA FOR BETTER LIVES – HOW DO WE BECOME BETTER AT MASTERING ALL OUR DATA?

Data is the new gold, but it brings in new and unprecedented issues related to ethics and privacy. Home sensors, geo-localisation and trackers, for instance, provide us with useful knowledge on how to protect and improve the lives of older people. Digital solutions are rapidly utilised by older adults themselves to measure health conditions, improve lifestyle and a feeling of security and autonomy. Moreover, it can give care and social professionals and companies new tools to develop new solutions and faster implementation. However, the collection of data raises questions about ethics: what type of data is collected and why, for example?

## THEME 4 OVERCOMING MARKET BARRIERS IN THE SILVER ECONOMY – CAN WE CREATE BETTER CONDITIONS FOR SMES?

Breakthroughs in the AAL sector depend mainly on companies. We would like to look back at 10 years of AAL and collect experiences – good ones to follow, and failures to learn from. We would like to discuss how partners, states and the EU better support SMEs in the future based on what we have learned.

## THEME 5 SENIORS AT THE WORKPLACE – CAN DIGITAL RETAIN OUR PRECIOUS SILVER WORKFORCE?

Older workers are a major asset. Employees are encouraged to retire later in life in some European countries. However, promoting employment opportunities for an ageing workforce requires new thinking at company, national and EU level.

### Members

**Nicola Filizola**, Communication and Public Affairs Officer AAL Programme  
**Ivan Kjær Lauridsen**, Head of health and assisted living technologies, Municipality of Aarhus, Denmark  
**Geja Langerveld**, ZoomnW, The Netherlands  
**Carina Dantas**, Cáritas Coimbra, Portugal  
**Ana Luísa Jegundo**, Cáritas Coimbra, Portugal  
**Antonio Cunha**, Instituto Pedro Nunes, Portugal  
**Adolfo Muñoz**, Instituto Carlos III, Spain  
**Maria Jose Gonzalez de Suso**, Instituto Carlos III, Spain  
**Sonja Hansen**, European Project Officer, Municipality of Aarhus, Denmark  
**Signe Waltoft Madsen**, Central Denmark EU Office

## THE PROGRAMME COMMITTEE

In the year leading up to the AAL Forum 2019, the Forum Programme Committee (FPC) worked hard to define the programme of workshops and their thematic focus. They also coordinated the identification and selection of the excellent speakers for the plenary sessions and important debates planned over the three days.

The task of the FPC was to create a lively and stimulating atmosphere for all delegates to promote meaningful and productive discussions that will lead to concrete action and make

attending the event a valuable experience for all. This year the FPC had a huge response to the call for workshops. A total of 71 proposals were received from all over Europe. In total, 32 workshops were selected for the forum programme, but it should be noted that the quality of all entries was very high, which made the selection process very complex.

Everyone at AAL would like to thank the FPC for its important work in delivering such a comprehensive, interesting and exciting forum programme.



Committee meeting in Coimbra: Ana Luísa Jegundo, Nicola Filizola, Kristian Thrane (Aarhus Municipality), Signe Waltoft Madsen, Birgitte Halle (Aarhus Municipality), Ivan Kjær Lauridsen, Flávia Rodrigues (Cáritas Coimbra), Geja Langerveld, Cristiana Costa (Instituto Pedro Nunes) and Carina Dantas.



## MONDAY, 18:00 - 22:00

Aarhus City Hall

### OPENING CEREMONY

The official opening of the AAL Forum 2019 is a grand occasion where you will hear talks from local figures, as well as keynote speeches from Bengt Andersson about the smarter implementation of digital technology to enhance active and healthy living, and Julie Arts on ecosystem approaches for active and healthy ageing. The ceremony will include musical entertainment and will be followed by networking and cocktails.



#### OFFICIAL OPENING SPEECHES

**Peter Saraga**, AAL President

**Jacob Bundsgaard**, Mayor of Aarhus

**Bengt Andersson**, Senior Advisor, Nordic Welfare Centre

**Julie Arts**, Presencing Institute

**Marco Marsella**, Head of eHealth, Well-being, and Ageing Unit, DG Connect

**Moderator:** Fernanda Freitas

## MEET THE SPEAKERS



**Julie Arts** works for the Presencing Institute (PI), an organisation founded in 2006 by MIT Sloan School of Management Senior Lecturer Otto Scharmer and colleagues, to provide action research for societal transformation. Julie is an economist and innovator in activating (eco)systemic transformation. She works internationally on creating action-oriented learning environments, globally-connected yet locally-activated, and she has spearheaded several online-to-offline initiatives for catalysing ecosystem leadership.



**Bengt Andersson** is the senior advisor for welfare technology at the Nordic Welfare Centre. After spending over six years working as a private consultant in change management, advising the private sector on how to implement welfare technology, Bengt joined the Nordic Welfare Centre to identify tools, strategies and methodologies for structured implementation of welfare solutions. Their mission is to improve the Nordic welfare model by compiling and disseminating knowledge on welfare issues.



**Peter Saraga** is the elected president of the AAL Association. He has been involved with the AAL Programme almost since its beginning as the Chair of the Advisory Board since 2009 while also being a member of several AAL annual fora and internal working groups, such as the current future strategy group. During his career he worked in R&D at Philips, dealing with the challenges of developing new electronic and ICT products.



**Marco Marsella** is Head of the "eHealth, Well-being, and Ageing" Unit in the EC's DG CONNECT. From 2016 to June 2018, he was leading the unit responsible for the Web Accessibility Directive, Safer Internet and Language Technologies. He has worked on policy development, innovation and research implementation in the areas of digital content, technologies for learning, eInclusion and assistive technologies.



**Jacob Bundsgaard** has been the Mayor of Aarhus, Denmark, since 2011. He has a Cand.scient. pol. (M.Sc. in Political Science) from Aarhus University. Since 2018, he has been the Chairman of KL, Local Government Denmark. Before becoming Mayor of Aarhus, he served as Alderman in the Department of Culture and Citizens' Services from 2009 and as Alderman in the Department for Children and Young people from 2010-2011.



## TUESDAY, 09:00 - 10:30

The following workshops will take place at this time



### W1: THE VALUE OF THE SILVER ECONOMY USING THE GOLD OF THE FUTURE

THEME  
3

Room: Suecia

This session comprises presentations from a number of practitioners and academics from various countries. They will provide good practical examples of how the appropriate use of data has been important in delivering benefits to older people. They will focus on the lessons learned from their experience in various policies and projects, including the pitfalls encountered and how those problems were overcome. The aim is to encourage awareness and confidence in these services in both the providers and the users through session discussions. In addition, four or five participants will be invited to present one slide each with their views on this topic.

We will ask:

- Is bigger data always better data?
- Do organisations have the absorptive capacity needed?
- Do they have the development capability?
- Big Data is not 'a free lunch', so who pays?
- Have you got the leadership, talent management, and decision-making skills?
- How do you know users' views?

Output from all presentations will be included in a special report for AAL after the event. A full report will be included in the EKTG Newsletter, EU Newsletters and affiliated newsletters from presenters. A full published report will be submitted to a peer-reviewed journal.

**SPEAKERS:** Paul Timmers (was Head of DG CONNECT when EKTG was created in Denmark 2010) Rait Kuuse (Social Policy Minister Estonia); Birgit Morlion (DG CONNECT); George MacGinnis (Challenge Director, Healthy Ageing, UKRI INNOVATEUK); Henk Herman Napp (Vilans, Netherlands and International Ambassador); Christiane Brockes (Alcare AG, Zurich University and International Ambassador); Maggie Ellis (EKTG Coordinator); Chair: Alain Thielemans (Advisor, Flanders Innovation & Entrepreneurship and Vice President, AAL Association)

### W2: PUBLIC R&D FUNDING INSTRUMENTS AND MARKET UPTAKE

THEME  
1

Room: Dania

Public administrations get money from the pockets of taxpayers and invest it in industry and researchers to perform R&D and stimulate innovation. They expect to increase the added value of products and services, strengthen the EU market, and multiply the invested money for the sake of citizens' wellbeing. If you have ever thought we should be getting more value for money, and if the words RIA, SME2, PPI or AAL Programme mean anything to you, then please come to our workshop. We welcome people experienced in using public R&D funding in the field of AHA, but only those determined to make an impact with this money. Bring stories about your most successful experiences and your complete disasters. We want to learn and discuss two points:

- How can we get the most out of each of these instruments? Is there any "market uptake by design"? What are the drivers for success?
- How can we improve existing funding instruments to make them more efficient?

As a result we will jointly define concrete messages on how to create impact.

**SPEAKERS:** Ilse Bierhoff (ConnectedCare); Sofía Moreno Pérez (El Sitio de Valdelaterra S.L)

### W3: BUILDING AN ECOSYSTEM APPROACH FOR 'AGEING WELL IN A DIGITAL EUROPE' (AAL PROGRAMME)

THEME  
2

Room: Nortvegia

While there are increasing numbers of technical solutions available in the growing ageing market, coupled with a slow shift of consciousness about the opportunities of ageing, there are still numerous challenges to tackle. To provide digital-based solutions suitable for everyday use, deeper and broader forms of cooperation between the different actors will be required. AAL's current work on preparing a future European partnership programme aims to introduce an ecosystem learning and building approach for ageing well in an increasingly digital world. This ecosystem building approach will be based on a deep sensing of the most critical issues emerging from AAL stakeholders, in order to be able to prototype future service offerings to be tested and upscaled. Achieving tangible impact for European citizens is the key driver for this bottom-up network and collaboration process.

This workshop aims to provide key building blocks and processes for building an ageing well ecosystem prototype, which everyone can refer to. Concrete user cases from concerned citizens or existing ageing networks (home, community, care and work environment) will be brought up in order to illustrate current challenges, which require a new system approach. The second and most important goal is to mobilise the participants of the workshop to take further action and continue this ecosystem prototype development process. AAL is ready to actively support this process with its available instruments, such as support actions for further workshop and prototype process development and the call instruments for proof-of-concept testing and service development.

**SPEAKERS:** Chair: Julie Arts (Presencing Institute) Coordinator: Klaus Niederländer (AAL Programme)

### W4: THE COMPAAN TABLET, A SUCCESSFUL EXAMPLE OF EHEALTH IMPLEMENTATION

THEME  
1

Room: 1

**9.00-9.45:** Can technology help people become less lonely? The answer is yes! In Velsen, a small city in the Netherlands, 60 non-digital older adults received a Compaan, a tablet made especially for older people to strengthen their social network. The results were impressive. After six months, loneliness reduced from 85 per cent to just 25 per cent, with 64 per cent of users developing a more extensive social network both on and offline. This project sets an example of how other similar projects can achieve success in the Netherlands. The workshop will be led by Ton Baakman, project manager, and Joost Hermans, founder of Compaan, who will talk about the processes they went through establishing the project, their objectives, the achieved results and what they mean, and finally what they learned. This workshop is aimed at people who are active in the social domain, civil servants, and representatives of professional caregivers, and will provide insight into the do's and don'ts of successful e-health implementation.

**SPEAKERS:** Joost Hermans (Compaan), Ton Baakman (ViVa! Zorggroep)

### W5: A QUICK GUIDE TO IOT: OPPORTUNITIES & BARRIERS FOR THE IMPLEMENTATION OF IOT PROJECTS

THEME  
1

Room: 1

**9.45-10.30:** The main objective of this workshop is to demystify IoT projects by understanding what goes on behind the often shiny exterior of what technologies can do. In an environment of 'realism meets optimism', this workshop will identify practical obstacles and how to overcome them, which will be based on insights from industry professionals, real cases, as well as input from the participants. Participants can expect to come away with a map of some IoT-enabled AAL projects across Europe, and a list of barriers and ways of overcoming these for implementation within their own projects.

**SPEAKERS:** Soren Jensen (CEO, Heveas ApS); Mirvat Sayed (IoT Sales Specialist, TDC A/S); Flávia Arantes (CEO, Inventive Planet Lda)



## TUESDAY, 09:00 - 10:30

The following workshops will take place at this time

### W6: IMPLEMENTING A NEW TECHNOLOGICAL WORKFLOW IN SOCIO-EDUCATIONAL WORK

THEME  
1

Room: 11

**9.00-9.45:** The Centre of Supported Housing in Aarhus has gained experience implementing a new technological workflow in socio-educational work through an ongoing application process with virtual in-house support (support via video calls). This workshop will look to share this experience of implementing virtual supported housing in a way that allows participants to understand the benefits and challenges of a new technology.

An initial presentation will discuss the value of the citizen, after which participants will be invited to actively interact in practical exercises, thinking about:

- How do we reach when we get new tools in our hands?
- What happens if we are no longer the best and the brightest and if our tools are handled better by the citizens?
- What challenges do we meet when our socio-educational work is moved from a physical to a virtual space?

At the end of the session, we will reflect on organisational and economic parameters as prerequisites for successful implementation. We will also think about the need for development of qualifications, the importance of management focus, and long-term outcome perspectives when investing in new technological solutions.

**SPEAKERS:** Louise Baastrup Hansen (Project Manager, Centre for Supported Housing, City of Aarhus)  
Tine Dynæs Juhl (Development Consultant, Department of Social Services and Employment, City of Aarhus)

### W7: IMPLEMENTATION OF ASSISTED LIVING TECHNOLOGY IN ELDER CARE IN AARHUS

THEME  
1

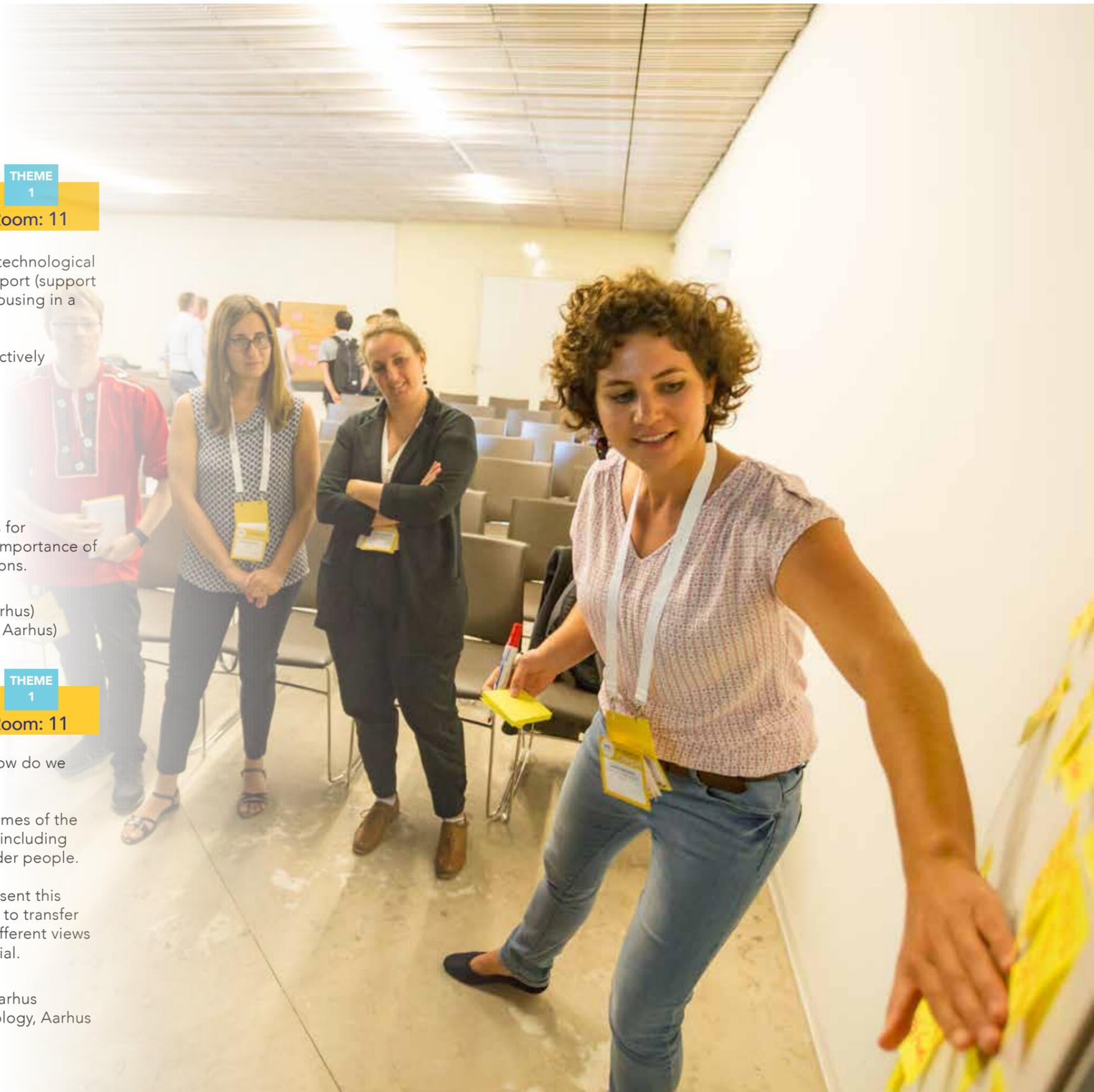
Room: 11

**9.45-10.30:** Technologies available for caregivers and older people are often not used properly, so how do we ensure that assisted living technologies are implemented and then used to their full potential?

The municipality of Aarhus has 10 years' experience of implementing technologies in care homes, homes of the elderly and impaired citizens. This experience has resulted in the development of a specific process, including organisation, practice and other tools, to ensure the optimal use of these technologies in care for older people.

This workshop, led by implementation consultants Louise Kofoed Koppel and Susanne Riiser, will present this method based on both experience and theory, and invite participants in a dialogue to reflect on how to transfer elements of this successful method into their own technology. Participants can also expect to hear different views and perspectives on the difficult process of implementing assisted living technology to its full potential.

**SPEAKERS:** Susanne Riiser (Implementation Consultant, Centre For Assisted Living Technology, Aarhus Municipality) Louise Kofoed Koppel (Implementation Consultant, Centre For Assisted Living Technology, Aarhus Municipality)





## TUESDAY, 11:00 - 12:30

The following workshops will take place at this time

**W8: SMART HEALTHY AGE-FRIENDLY ENVIRONMENTS AND THE BLUEPRINT FOR DIGITAL TRANSFORMATION OF HEALTH AND CARE (JOINT SESSION AAL/EIP ON AHA)**

THEME  
2

Room:  
Suecia

The objectives of this workshop are:

- To discuss the Joint Statement on Smart Healthy Age-Friendly Environments (SHAFE) presented to the European Commission in November 2018, and to take next steps towards the creation of a white paper on SHAFE.
- To further develop the Blueprint scenarios (developed within the European Innovation Partnership on Active and Healthy Ageing) to include SHAFE topics and to widen the Blueprint community.

The specific aim of SHAFE is to enhance the two main aspects of age-friendly environments – places and people – in the creation of eHealth and mHealth solutions, especially focused on quality and costs. The European “Blueprint on Digital Transformation of Health and Care for the Ageing Society” reflects the common policy vision of European policymakers, civil society, professional organisations and industry. As a shared policy vision, the Blueprint guides the efforts of the EIP on AHA Action Groups and Reference Sites.

The workshop will start with a summary of the overall SHAFE Joint Statement, followed by a brief presentation of the 3-4 main conclusions of the call to action of SHAFE. Next, the Blueprint scenarios will be presented. After the presentations, the audience will be divided into two main groups and engage in a discussion on the main ideas that can enhance the joint statement conclusions to a broader white paper and to involve SHAFE topics into the Blueprint scenarios.

**SPEAKERS:** Carina Dantas (Innovation Director, Caritas Coimbra); Willeke van Staalduinen (Co-founder AFEdeMy); Veli Stroetmann (Director, empirica); Maddalena Illario (RSCN/Campania); Leo Lewis (IFIC); Diane Whitehouse (EHTEL) **Chair:** Javier Ganzarain (Co-founder AFEdeMy)

**W9: ENGAGING THE NEW OLD**

THEME  
5

Room: Dania

This workshop continues the thesis on the 3rd age of baby boomers presented at the AAL Forum 2018. Ton Koper will present new findings for recruiting this soon-to-be largest population group in Europe. The workshop serves cities, companies and ICT projects who want to engage this group.

Many ageing boomers do not like to be called seniors. As a pioneer generation, they wish to emancipate themselves from the conventional age culture of earlier generations. Learn more about their motivations, their needs and their potentials for valuable contributions today.

The proportion of older people in the European population is growing fast. If we do not succeed in raising the participation factor of this target group at the same pace, the demographic burden and costs for younger generations will become unbearable. This workshop will convey a new view on the potential of the next age generation, away from the old liability view towards a new asset perspective.

**SPEAKER:** Ton Koper (President of the Board of powerAge Foundation)



**W10: ASSISTIVE SYSTEMS EMPOWERING SENIORS IN THE WORKPLACE: CHALLENGES AND POTENTIALS**

THEME  
5

Room: Nortvegia

The European population is ageing, and it is inevitable that citizens will remain in their work environments for a longer period. However, these environments are complex systems where technology, interior and exterior design, ergonomics and user perception (behavioural and emotional) can either hinder or empower the silver workforce. This is a collaborative workshop looking to discuss and answer the question: how can we co-design digital solutions and assistive systems that empower seniors in the workplace? This aims to stimulate creativity amongst participants on how, when and where to use digital solutions for the workplace. Participants can expect to be engaged through a demonstration session about current assistive solutions for the workplace, a discussion on empathising behavioural and cultural aspects to enable technology acceptance, as well as prototyping and sketching storyboards to structure, substantiate and refine findings.

**SPEAKERS:** Oliver Korn, (Affective & Cognitive Institute, Offenburg University); Matteo Zallio, (Stanford University, Centre for Design Research)



**W11: DO THE RIGHT THING: THE ETHICS OF DIGITAL HEALTH**

THEME  
3

Room: 1

The use of data in healthcare is widespread and is expected to increase even more in the coming years. Data-driven innovations will have a significant impact on society. This impact will affect a wide range of human and societal values such as privacy, autonomy, freedom and equality, and therefore a dialogue on the ethics of data in healthcare is necessary in order to ‘do the right thing’. This workshop will discuss the importance of data ethics by using the dialogue model: “The ethical data assistant”, before inviting participants to join us in subgroups for a quick tour through the ethical landscape using various case studies. Participants are invited to share their own cases in projects or products they are working on. The workshop will be concluded in a wrap-up session with brief feedback from the subgroups.

**SPEAKERS:** Jaco van Duivenboden, (Nictiz); Michiel Faber, (Nictiz)



## TUESDAY, 11:00 - 12:30

The following workshops will take place at this time

### W12: THE IMPORTANCE OF CREATING SHARED VALUE THROUGH INTEGRATED BUSINESS MODELS IN THE HEALTHCARE ECONOMY

THEME  
6

Room: 11

**11:00-11:45am:** Today, patient needs are at the very core of every health innovation. Although there is still a long way to go to make the health sector fully patient-centred, it is imperative that innovation in the health sector is focused on the end user. At the same time, we see the need for smart collaboration between providers aiming at delivering more effective and efficient care. Integrated care is becoming a craze in the health sector and pushes actors to increasingly coordinate and align their services, processes and 'client' interactions.

Healthcare entrepreneurs must increase their collaborative efforts to bundle and combine services and products in order to create the desired impact. Integrated care has enhanced the dominant business model in health from a fee-for-service one, in which providers are paid based on the amount of healthcare services they deliver, to a more value-based model. The 'value' in value-based healthcare is derived from measuring health outcomes against the cost of delivering these outcomes. These challenges require a new system approach, with new business models and partnerships with a patient-centred approach.

In the workshop we will talk about the "why" of new integrated business models with shared value. After this, we will explain "how" to start new business models through a practical case, the methodology shared value through integrated business models will be explained. This will be followed by a demonstration through an online tool.

**SPEAKERS:** Inge Taillieu (Coordinator Healthcare economy) Dominique Bogaert (Project manager SHINE)

THEME  
6

### W13: WHAT ARE ROBOTS DOING HERE?

Room: 11

**11:45-12:30am:** Robots are inevitable in the future services we provide for citizens, but what does this mean? This workshop will question the effects that robots have on citizens and professionals as they enter many service areas. We will invite participants to experience meeting a robot and reflect upon their own feelings toward this object which is in place to interact with humans.

The Centre for Supported Housing and the Centre for Assisted Living Facilities in Aarhus have collaborated to develop the Cognitive Training with Robot project, to examine whether citizens with mental health issues can profit from targeted cognitive training. Many who suffer from mental health issues have varying cognitive challenges either caused by their illness or long-term use of pharmaceuticals.

The workshop will initiate this reflection on robots with Louise Hansen, project manager, presenting its results. Post-doc Søren Tranberg will then demonstrate a robot and present on the interactions between humans and robots before coming together with participants for a concluding discussion.

**SPEAKERS:** Louise Baastrup Hansen (Project Manager, Centre for Supported Housing + Centre for Assisted Living Facilities, City of Aarhus) Søren Tranberg Hansen (Industrial PhD, Robotics and Artificial Intel)



**TUESDAY, 14:00 - 15:30**

**Congress Hall**

## PLENARY 1

**Policy and philosophical implications of the ageing demographic revolution: from the building of a new social contract to the concrete implementation of preventive and healthcare strategies at regional level.**

Ageing societies are a reality today, not a far distant possibility. The increase in longevity is not only concerning individuals, but it is also changing our societies as a whole. Demographic change has become one of the main societal challenges of our time next to climate change and rising social inequalities.

An ageing society means a profound rethinking of how we look and deal with those increased later stages of life - particularly for Europe, where there are historically strong welfare states with universal healthcare systems. This rethinking will be about all areas of life, such as work after retirement (including intergenerational entrepreneurship), lifelong learning to be able to progress in an ever changing world also in later life; and taking care of oneself more at home and in the community and less in the public care system. In short, a new social contract needs to be developed for the 21st century.

In this plenary, we want to investigate what is at stake for all of us as individuals and society and how do we deal with it. We will attempt to address these topics through two main questions: what are the implications, from a philosophical perspective, for the individuals and society when having to rethink an entire life plan? And, as a consequence, how are societies, mainly at the local and regional level planning to tackle this? We will ask the regional actors to explain how the implementation of prevention and healthcare strategies through the use of digital solutions is taking place and to present the most tangible output.

**Moderator:** Fernanda Freitas

## MEET THE SPEAKERS



**Karin Christiansen**  
Senior researcher (Docent) at  
Faculty of Health, VIA University College

Karin Christiansen is a Doctor of Philosophy (PhD) from University of Melbourne in Australia. Before taking her current position in the Faculty of Health at VIA University College, she worked as Associate Professor in the Philosophy of Medicine at the Centre for Health, Humanity and Culture, at the Institute for Culture and Society, at Aarhus University in Denmark.



**Manuel Villegas Garcia,**  
Minister for Health of the Murcia Region, Spain

A doctor of medicine and surgery from the University of Murcia, he specialised in family and community medicine and cardiology. Among his many senior appointments, he was head of Cardiology at Virgen de la Arrixaca Hospital between 2013 and 2015 and from 2015 to May 2017 medical director of the Morales Meseguer University Hospital. He has published 13 books and more than 80 articles in journals and has been Regional Minister of Health since May 2017.



**Hanne Roed, Vice-Chairman of the Regional Council of Central Denmark**

Hanne Roed is Vice Chairman of the Regional Council of Central Denmark. She is a member of committees on Business, Regional Development and Value-based Management. She trained as a social worker at VIA University College and has a degree in political science from Aarhus University. Alongside her position as Vice Chairman of the Regional Council of Central Denmark, Hanne also works as a consultant for the software company Systematic.



**Anne-Sophie Parent,**  
Secretary General, Age Platform

Anne-Sophie Parent has been Secretary General of AGE Platform Europe (AGE) since 2002. AGE is a network of 110 organisations representing 40 million seniors and aims to promote older people's rights. She chairs the Advisory Board of the AAL Joint Programme and the Financial Services Users' Group and is a member of the High-Level Group on Pensions. She has been Secretary General of the European Covenant on Demographic Change since 2016.



## TUESDAY, 16:00 - 17:30

The following workshops will take place at this time

### W14: REGIONAL INNOVATION SCALING-UP (JOINT SESSION AAL/EIP ON AHA)

THEME  
2

Room: Congress Hall

The EIP on AHA is currently one of the largest initiatives supported by the EC stimulating the transformation of an ageing society into an opportunity for sustainable development. Since 2013, three calls for reference sites and three calls for commitments have been issued, bringing together a wide range of regions and thousands of stakeholders to join forces and exchange good practices to implement proactive approaches for active and healthy ageing that are innovation-driven.

Among the major achievements is the paradigmatic shift of considering public health as an investment rather than merely a cost. This has been paralleled by huge efforts in the implementation of a proactive approach to prevent disease and promote health, embedded into a general change in the culture of health. A shared vision has been translated into actionable plans (Blueprint, I2M, AGs Aps), being implemented and monitored (MAFEIP) every day. An empowered, mobile citizen is now at the centre of our services, which thanks to the availability of interoperable solutions and cross-border regulations are more and more effective and integrated.

The main objective of the workshop is to share the results achieved so far by partners at the local, regional, national and international levels that can be further scaled up and hence can inform and direct future investments by the identification of enablers and facilitators, and bottlenecks and blockers. Another important objective consists of engaging a broader community of possible stakeholders through AAL to exchange ideas and work together on efficient and sustainable solutions for the future.

**SPEAKERS:** Chair: **Jose Usero** (WE4AHA); **Anett Ruszanov** (WE4AHA); **Antonio Maritati** (ProMIS Coordinator, Director of the Health Committee and Social & Health Relations Organisation Unit – Social and Health Area, Veneto Region); **Maddalena Illario** (Regione Campania); **Birgit Morlion** (European Commission); **Susanna Laurin** (Funka)

### W15: BORN IN FLANDERS - RAISED TO SUPPORT GLOBAL AGEING

THEME  
4

Room: C1

In this interactive workshop, speakers with key roles in areas of 'idea over concept' and 'solution to market' will discuss how they work in the Flemish ecosystem of active and assisted living to help grow and develop ideas into market-ready products or services. Central to the Flemish innovation approach is the cooperation between SMEs and other complementary stakeholders. This is aimed at integrating entrepreneurship, scientific knowledge, end user engagement and customer expectations. Due to a limited internal market, Flemish SMEs are also forced to focus on internationalisation within their business models quicker than usual. Participants will share and hear about best practices that have been developed in Flanders related to living labs, local and regional networking, and how to support entrepreneurs and SMEs in developing active and assisted living technologies. A 'future sketching' session will allow the audience to define what a similar approach might look like in their region – what might be missing and/or what strengths or challenges they might face.

**SPEAKERS:** **Roel Smolders** (Activ84Health); **Ingrid Adriaensen** (LicaLab); **Ellen Van Hoof** (Health&Care Network Kempen); **Patrick Dillen** (Noblito)



### W16: MYTHBUSTERS: EMPOWERING PEOPLE WITH DEMENTIA / VR-GLASSES AS AN ACTIVITY FOR CITIZENS WITH DEMENTIA

THEME  
1

Room: Dania

Many myths and false notions, fed by lack of knowledge, taboos and fear, surround dementia. Unfortunately, many caregivers, professionals and organisations contribute to these myths and false notions and expectations. In this session we would like to address some of the most common myths and change the perspective of our participants on what it means to have dementia and what people with dementia need to be able to participate in daily life.

The workshop will look closely at the VR Glasses project for care-homes in Aarhus, Denmark. Ms. Louise Rønne Bengtson from the Municipality of Aarhus has developed 360-degree videos which are used as an activity for people with dementia. We will then be looking to ask participants their views on why this is a good activity, which videos work well for the different people with different types of dementia and what other prerequisites are important. At the end of the workshop, participants can assess their own idea or project following the principles set out by the experts in this workshop, leaving with a better understanding of how to optimise their own idea or project with inspiration from the VR Glasses project.

**SPEAKERS:** **Eric Schlangen and Dolf Becx** (De Mensch); **Louise Rønne Bengtson** (Municipality of Aarhus)



## WEDNESDAY, 9:00 - 10:30

The following workshops will take place at this time



### W17: HOW DO WE ATTRACT BIG PRIVATE AND PUBLIC BUYERS TO AAL SOLUTIONS?

THEME 4

Room: Suecia

**9:00-9:45am:** More has been done recently to work closely with older users and organisations to include their opinions, needs and interests in the co-creation of AAL products and services. However, we believe that more can still be done to make AAL projects commercially successful. Participants in this workshop will help answer a number of critical questions related to this topic by examining the strengths and weaknesses of past AAL projects, and will go away with a better understanding of what they can do to improve the commercial success of their own projects.

**SPEAKERS:** Ana Luísa Jegundo (Cáritas Coimbra), Simone Stücker (exthex GmbH), Iñaki Bartolome (Ideable)

### W18: TURNING AN AAL PROJECT INTO A SUCCESSFUL BUSINESS CASE: EXPERIENCES OF SMES IN AAL PROJECTS

THEME 4

Room: Suecia

**9.45-10.30am:** Even though promising technologies and services are being developed during AAL projects, this does not automatically lead to successful products that appear on the market. In addition, adoption rates might be low in the end and scalability is difficult, but what else besides writing a good business plan is of importance? In this workshop, the essential steps in developing and executing a good business plan will be mentioned and in-depth insights shared about experiences and lessons learned from the past. In particular, the SMEs Sensara, Tinybots and ASCOM will share their experiences. There will be a special focus on the relationship with end users, the broader public, care organisations and other stakeholders like insurance companies and municipalities.

**SPEAKERS:** Johan van der Leeuw (Vilans), Henk Herman Nap (Vilans, Technical University Eindhoven)

### W19: MUNICIPALITIES FOSTERING THE IMPLEMENTATION OF ICT SOLUTIONS: SUCCESS CASE OF RIGA CITY HALL AND SENIOR GROUP

THEME 4

Room: Nortvegia

**9.00-9.45am:** In this interactive workshop, PME Senior Care Operators will work with participants to put together guidelines and standards that enable a variety of solutions to be easily combined for communication between ICT developers, municipalities and social care operators. The positive experience of Riga City Hall and Senior Group will be shared, as an alternative to traditional recommended innovative public procurement for ICT-based independent living solutions whilst municipalities act as public administrators. Participants can expect to come away from this workshop with a road map for care operators and municipalities in implementing ICT solutions (based on an AAL-developed example) in the municipality. Special attention will be put into creating a list of persuasive arguments that can be used by entrepreneurs to persuade municipalities to support ICT innovations.

**SPEAKERS:** PDG Nikolay Koblyakov (Senior Group), Martins Moors (Head of Social Administration, Riga)

### SELLING YOUR IDEA IN SIX MINUTES - ELEVATOR PITCHES

Room: Dania

AAL is giving the stage to six different groups for six minutes each. The groups will have the opportunity to pitch their ideas in engaging ways with the intention of sparking interest across the audience to create further debate and discussion. The pitches will be about the following topics:

Person-centred involvement of dementia patients and family carers in enabling technology design

Developing robot-like eHealth solutions with end users in real life healthcare settings

Supporting active and healthy living among older adults through the use of animation

Digital design for the last stages of life: Thinking about 'slow questions'

Intersecting the narratives of male caregivers

Incontinence in older age: Preventing or coping with it using digital tools

### W20: HOW NORTHERN IRELAND IS CREATING BETTER CONDITIONS FOR SMES THROUGH PCP

THEME 4

Room: Nortvegia

**9.45-10.30am:** The use of pre-commercial procurement (PCP) in Northern Ireland will be showcased during this workshop, looking in particular at how it is facilitating the development of innovative solutions to challenges faced by the public sector and leading to better public services. Participants can expect to learn how PCP is generating new business opportunities and a route to market for SMEs, how it is bridging the seed-funding gap experienced in many early stage companies, and how SMEs can create and retain intellectual property that will be commercialised to deliver business growth. This will be followed by a demonstration by Julie-Ann Walkden on how PCP is facilitating the development of innovative solutions for Northern Ireland's healthcare sector and how it has benefited SMEs bringing products to market. Dr. Anthony Lindsay, Senior Data Scientist at Healthcare Analytics, will further discuss experiences of using the PCP process and how collaborations with stakeholders and the public sector helped develop and deliver innovative solutions.

**SPEAKERS:** Elaine Colgan (Department Of Health NI), Julie Ann Walkden (SBRI Executive, Business Services Organisation), Dr. Anthony Lindsay (Senior Data Scientist, Healthcare Analytics)

### W21 DESIGNING A SUCCESSFUL AAL IMPLEMENTATION ROADMAP: A DESIGN APPROACH TO MAXIMISE ADOPTION OF YOUR AAL SOLUTION

THEME 1

Room: 4

This workshop aims to provide participants with a better understanding of design theory and to provide hands-on experience in how to design a getting-to-market roadmap for their own AAL product or service. This will be approached as a macro-level design challenge, with the underlying question being: what can be learnt from design theory for developing a getting-to-market strategy?

Both workshop organisers have a background in industrial design engineering and have been involved in eight AAL projects. They argue that to get AAL products to market, eHealth innovations should not be considered in isolation but rather as part of a bigger ecosystem of products that are used simultaneously.

**SPEAKERS:** Martijn Vastenburg (ConnectedCare), Priscilla Esser (ConnectedCare)

### W22: DEMOCRATISATION OF THE INTERNET OF THINGS. OFF-THE-SHELF TECHNOLOGY TAILORED FOR EVERYONE

THEME 2

Room: 11

Smart age-friendly environments are a well-established concept, and the introduction of accessible IoT appliances offers an opportunity to empower older people. This workshop attempts to demystify the use of off-the-shelf IoT appliances for smart age-friendly environments by considering the choice between open and closed solutions and some of the consequences of that choice for end users.

In this collaborative session, participants will connect with other expert stakeholders and stimulate creative thinking through practical examples using popular IoT-based appliances and services. They will also develop awareness of how to enable older adults to design their own smart age-friendly environments.

**SPEAKERS:** Damon Berry, John McGrory, Paula Kelly and Michael Core (Technological University Dublin) Matteo Zallio (Stanford University)



## WEDNESDAY, 11:00 - 12:30

Congress Hall

### PLENARY 2

**A new partnership for dealing with demographic change in Europe!  
The future of Active and Healthy Ageing in the Horizon Europe Framework Programme**

This panel will debate the future of active and healthy ageing policies and funding programmes within the upcoming framework of the Horizon Europe Programme.

Europe's population is the oldest and the fastest ageing. This trend will not stop in the coming decades but accelerate. A number of European programmes have contributed towards stimulating innovation for addressing the demographic change challenge in Horizon 2020. Since 2008, the AAL Programme has been contributing to the improved wellbeing of older people by developing and adapting digital products and services that address the challenges we all face as we grow older. In turn, this has helped strengthen industrial opportunities in the field of active and healthy ageing technology.

The common concern about a European vision on ageing and care in Horizon Europe motivated the three European Partnership initiatives, the AAL, the EIP on AHA and the JPI MYBL, to collaborate. The three initiatives are seeking a wider, more holistic and more comprehensive interpretation of ageing and care in an increasingly digitising world. Their holistic view on health and care is in line with the WHO approach focusing on functional health and well-being with prevention as key. This involves domains such as skills development, employment, the environment, housing, and mobility. This vision covers the technological, social and behavioural frameworks that an ageing population will need in the future.

The different stakeholders from AAL, EIP on AHA and JPI MYBL are coming together in this panel to advocate for a strong 'ageing well in a digital world' component under Horizon Europe together with the AAL Forum participants. The panel will focus on three essential questions: What have we learned and achieved through the various European partnerships over the last 10 years and where do we stand right now? What are current key issues to tackle and opportunities to seize? What are concrete proposals put forward calling for a European Partnership?

**Moderator:** Fernanda Freitas

## MEET THE SPEAKERS



**Jose Angel Martinez Usero,  
EIP AHA Representative**

Jose Usero has a PhD in Business Administration and MSc in Telecommunications. He has extensive experience as a project coordinator of EU projects and several European Studies on ICT. He is author of several books on ICT and scientific publications. Since 2013, he has held the position of Responsible for European Projects at FUNKA. He is also the coordinator of the H2020 CSA called WE4AHA, supporting the EC in managing the EIP on AHA.



**Edvard Beem, MYBL Representative**

Edvard Beem, originally trained as a biochemist, was co-responsible for the set-up of The Netherlands Organisation for Health Research and Development (ZonMW) in 2001 and was co-director until 2017. He currently serves as Chair of the General Assembly of the Joint Programming Initiative More Years Better Lives, while having held governmental positions in numerous international funding programmes and partnerships promoting cross-border collaboration in research, innovation and infrastructures.



**Alain Thielemans,  
AAL Programme Representative**

Alain Thielemans is Vice president of the AAL Association. He is advisor at Flanders Innovation & Entrepreneurship, where he is also coordinator for the AAL Programme and account manager for the innovation cluster Flanders.Health. Before joining Flanders Innovation & Entrepreneurship (previously IWT) in 2008, he held various positions in R&D and operational management in the electronics and chemical industry.



**Birgit Morlion,  
DG Connect, European Commission**

Birgit Morlion is an engineer (PhD) and over the last 15 years she has been actively involved in eHealth research and facilitating the adoption of digital innovation in healthcare in Belgium. She was part of the start-up team of the Flemish institute iMinds and she occupied strategic advisory roles for the Flemish and the Belgian ministers of health. In May 2017 she joined the eHealth, well-being and ageing unit of the European commission (DG Connect).



## WEDNESDAY, 14:00 - 15:30

The following workshops will take place at this time

### W23: DIGITAL FRONTRUNNERS – MINDSET AND SKILLSET IN THE NEW DIGITAL REALITY

THEME 1

Room: Suecia

Managers, leaders and employees from the Department of Employment and Social Affairs in the City of Aarhus recently met in a cross-pollination project to gain insights into the implementation of new technologies and smart solutions. The 50 participants in this action-learning "course" engaged in five future-salons and an intermediate assignment – first their own digital Future CV and afterwards a digital Future CV of their team. They were guided through presentations and reflection exercises to reach a better understanding of the interplay between skillset and mindset required in a modern digital city. The aim is that this will end up being used as a platform for the future development of digital efforts and requirements in the City of Aarhus. Want to learn more about the Digital FrontRunners? Join this workshop!

**SPEAKERS:** Anni Skovby and Hanne Marklund (Department of Social Services, City of Aarhus)

### W24: INNOVATION TO MARKET – I2M (JOINT SESSION AAL/EIP ON AHA)

THEME 4

Room: Dania

Innovation to Market (I2M) is the most recent initiative launched at European level to foster the adoption of digitally driven marketable solutions for Active and Healthy Ageing (AHA). This action is part of the EC's strategy on the Digital Transformation of Health and Care in the Digital Single Market. I2M addresses the AHA market, exploring what types of investments are made in Europe by both public and private sector organisations and identifying the gaps between demand and supply that create barriers for sound deployment. The workshop session will launch the support services provided by the I2M Plan, addressed to both buyers and solution developers, with the purpose of accelerating the adoption of suitable AHA solutions. Among those services, special attention will be paid to the eHealth Hub platform as a tool to identify different AHA stakeholders, as well as the forthcoming Matchmaking Session and Call for Adoption Awards. The overall objective of the workshop is to foster the identification of unmet needs from the demand organisations while providing participants with a better understanding of current opportunities – both those available in 2019 and those forthcoming in 2020 – and actionable tools to select the most suitable ones to address those needs.

**SPEAKERS:** Myriam Martin (TicBioMed); Valentina Tago (ECHAAlliance); Jose Usero (Funka)

### W25: EARLY ADOPTION AND IMPLEMENTATION THROUGH COLLABORATION AND TESTING

THEME 1

Room: Nortvegia

**14.00-14.45:** Successful implementation is a give-and-take game which is most effectively resolved through structured collaboration and dialogue. However, both public organisations and private companies are extremely busy, leaving time a most valued resource. For this reason, we believe collaborations should start in the easiest and cheapest way possible. Due to no external funding, the Test and Development Centre for Welfare Technology in Viborg, Denmark, bases collaboration on self-interest, with the objective of ensuring a pay-off for both the company and public organisation at the first, and possibly last, meeting. This workshop will teach participants how the partners behind the Test and Development Centre are working to gather insights into the methods applied, and results of the collaboration will be presented. Participants can hope to gain knowledge on getting connected to the public sector within health and welfare quickly and easily.

**SPEAKERS:** Peter Wiborg Astrup (Test and Development Centre for Welfare Technology); Mette Andreassen (Director of Social Affairs, Health and Care - Viborg Municipality)

### W26: SELECTION, TESTING AND IMPLEMENTATION OF WELFARE TECHNOLOGY IN COPENHAGEN

THEME 1

Room: Nortvegia

**14.45-15.30:** In the Health and Care Administration in the City of Copenhagen we follow different systematic processes when we select, test and implement welfare technologies. Companies present to us technologies from which we select those that match the needs experienced every day in nursing homes, home care and rehabilitation centres. From this selection we test welfare technologies in our Living Labs where we have easy access to employees and citizens making it ideal for quick initial tests. For us this means welfare technology can be tested on all types of operating units, depending on where they are to be implemented. This workshop will teach participants about the City of Copenhagen's experiences with the selection, testing and implementation of sensors and transfer technologies. You will get new perspectives about involving employees and citizens in the test and development process. We will discuss the difference between technology-driven and need-driven process, and you will learn more about how we implement technologies on a large scale.

**SPEAKERS:** Maria Trangbæk Ahrensburg; Thit Fredens; Christian Wittenkamp Hansen (Municipality of Copenhagen)

### W27: EVALUATING THE DEMAND OF SOCIAL TECHNOLOGY: A KEY FACTOR TOWARDS MARKET SUCCESS

THEME 1

Room: 1

When talking about ICT-based products for the silver economy, there is a deep lack of alignment between what the market offers and actual user needs, resulting in high-risk or failed business solutions and reduced demand. One of the main causes of this situation is the lack of involvement of end users in the product design, development and testing phases.

This workshop will bring measurable results from the Spanish benchmarking initiative, Orientatech, which is an open user-centred platform for technology evaluation, where verified analysis of social technology from experts and end user volunteers are published. Orientatech guides older adults, and other potential users, in deciding what type of product they desire and need whilst allowing them to share their experiences. Digital companies are able to improve the quality, usability and other characteristics of their products thanks to this feedback.

**SPEAKERS:** Javier Criado Valero (eVIA – the Spanish National Platform of Technologies for eHealth, Social Inclusion and Active Ageing); Ana Peñalver (Director of the Innovation Projects Department, Social Technologies Foundation - TECSOS Foundation); Alfonso Escriche (CEO, Cerqana)

### W28: PRIVACY-AWARE AND ACCEPTABLE LIFELOGGING SERVICES FOR OLDER PEOPLE

THEME 3

Room: 11

Lifeloggging technologies can enable and motivate individuals to capture data about themselves, their environment and the people with whom they interact. In contrast to the advanced technical development in lifeloggging technologies, knowledge about the willingness to adopt such technologies and to be supported by digital services is still considerably underdeveloped. This lack of understanding has significantly reduced the transfer of these developments to innovations that have a social and economic impact.

Successful rollout of self-tracking technologies requires the acceptance of users and their openness to not only tolerate technical approaches, but to integrate user-centred technology in their personal life. Moreover, the General Data Protection Regulation establishes the obligation for technologies to meet the principles of data protection by design and by default. This special session will discuss all these issues and hear your opinions about the motives and barriers that limit user acceptance and make the deployment of lifeloggging services for AAL difficult.

**SPEAKERS:** Francisco Florez-Revuelta (Universidad de Alicante); Angelica Poli (Università Politecnica delle Marche, Ancona); Liane Colonna (Stockholm University); Julia Offermann-van Heek (RWTH Aachen University); Alex Mihailidis (University of Toronto)



## WEDNESDAY, 16:00 - 17:30

The following workshops will be held at this time

**W29: ETHICS, DATA AND PRIVACY PROTECTION: WHO WILL TAKE RESPONSIBILITY FOR, AND HOW DO WE PROCEED TO, A COMMON FRAMEWORK FOR IT-AHA IN EUROPE?**

THEME  
3

Room: Suecia

New ICT solutions aim to take care of people who are older, sometimes fragile and most of the time not tech-savvy. They make use of people's data to improve the technology in general and, on a personal level, to keep an eye on the users' wellbeing. We expect they are keeping them 'safe' when collecting and analysing their data. Because, caring for people – who are mostly unaware of the 'worth' of their information – is also taking responsibility for their safety by protecting their data and privacy.

However, technology doesn't police itself. Several technologies, mainly in the health sector, are well framed in terms of data protection, ethical concerns and privacy, but many others are flourishing with no framework other than GDPR and no adequate supervision. How can we make European policy to keep people using non-medical technology solutions 'safe' and raise their awareness concerning data and privacy so they can make 'safe' decisions themselves? The goal of this workshop is to create discussion on how we can make sure that older – mostly not tech-savvy – people who use non-medical technology solutions are 'safe' where it concerns to their data and privacy.

**SPEAKERS:** Chair: **Carina Dantas** (Cáritas Coimbra); **Ellen Steenmeijer** (Virtask); **Stephanie Koenderink** (De Parabool); **Edith Birrer** and **Daniel Bolliger** (iHomeLab); **Sonja Hansen** (Aarhus Municipality); **Peter Mayer** (Technical University Vienna); **Viviane van Dollen** (SHD); **Ana Jegundo** (Cáritas Coimbra)

**W30: ENABLING IMPLEMENTATION DECISIONS. ASSESSING THE EFFECTIVENESS OF AAL: THE CASE OF EVAALUATION AND MAFEIP (JOINT SESSION AAL/EIP ON AHA)**

THEME  
1

Room: Nortvegia

The decision whether to implement an AAL solution should ideally be based on scientifically validated evidence and proof of the effectiveness of the solution. A variety of perspectives are relevant. First there is the question of whether a solution will benefit the quality of life of older adults, but questions of far-reaching social effects, potential benefits for the social and health care system, and economic profitability and cost-effectiveness also have to be considered. The complexity of implementation decisions contrasts with the fact that so far only a few AAL-specific instruments for proof of effectiveness exist. Moreover, evaluation results are not comparable since there is often no common understanding of the constructs to be measured. This results in the need for a mutual understanding regarding impacts for implementation decisions as well as suitable measuring instruments. EvAALuation<sup>2</sup> aimed to develop such AAL-specific instruments. In addition, AAL could benefit from the Monitoring and Assessment Framework for the European Innovation Partnership on Active and Healthy Ageing" (MAFEIP) supported by the EC. MAFEIP is a web-based tool that estimates the health and economic outcomes of a large variety of ICT-enabled social and health innovations, supporting evidence-based decision-making processes for all institutions and users in the health and care sector.

This workshop will provide an overview of important impact dimensions of AAL solutions relevant for implementation decisions. To enable evidence-based decisions, practices, challenges, and lessons learned of impact measurements will be discussed, including the use of cost

**SPEAKERS:** **Julia Himmelsbach** (AIT Austrian Institute of Technology); **Markus Garschall** (AIT Austrian Institute of Technology); **Robert Ofner** (AIT Austrian Institute of Technology); **Johannes Oberzaucher** (AIT Austrian Institute of Technology); **Francisco Lupiáñez-Villanueva** (Professor & Researcher, Universitat Oberta de Catalunya)



THEME  
2

**W31: COMPUTER GAMES FOR SENIORS AND THEIR RELATIVES: A PLAYFUL APPROACH TO SOCIAL WELL-BEING**

Room: 11

Playing games with older people can be fun, facilitating communication between people belonging to different generations. In this way digital games can enhance social inclusion, prevent loneliness, and give caretakers, relatives and volunteers a tool that can be used to spend some entertaining time together.

But many existing games are not suitable for older people. They are too finely grained, too fast or just too complex. More importantly, there is no game that suits everyone. Individual preferences, physical limitations and mental capabilities influence the type of games people prefer to play.

In this workshop you will be part of a small group that will conceptualise a new computer game that is appealing to older people yet fun for younger ones. All work will be done on paper. Therefore, there are no prerequisite skills needed for participation. We aim to attract people from as many disciplines, nationalities and age groups as possible.

Since game design is a highly interdisciplinary task, we believe that everyone can profit. Ideally you will gain a new perspective on a topic you are already an expert in.

**SPEAKERS:** **Marco Soldati** and **Markus Recher** (Fachhochschule Nordwestschweiz)

**W32: 7TH WORKSHOP ON MOBILITY SOLUTIONS: AUTONOMOUS VEHICLES**

THEME  
2

Room: Dania

Mobility is an essential part of actively participating in social life. Diminished physical and cognitive abilities can cause a loss of confidence and orientation in outdoor situations, meaning that older people often prefer to stay at home. This workshop series started in the context of the 4th call of the AAL Programme that targeted solutions for the advancement of older people's mobility, and has remained relevant and attractive to a broad audience at the AAL Forum.

This session will give an introduction to the state of the art in autonomous vehicles from the perspective of the invited speakers and their past and current research. The potential advantages of such systems will then be discussed, together with questions of user acceptance considering the perspective of older users, and the integration of autonomous vehicles in a multi-modal mobility ecosystem.

**SPEAKERS:** **Christian Mandel** (German Research Center for Artificial Intelligence); **Thibaud Latour** (Luxembourg Institute of Science and Technology)

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**Look out for the AAL Forum 2019 Executive Summary, a publication that will be produced immediately after the event. Packed with information about what takes place in Aarhus, the publication will also provide summaries of all the workshops. All delegates will be sent a digital copy - look out for it soon.**

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## WEDNESDAY, 19:00 - 19:45

Congress Hall

### FORUM CLOSING

The AAL Forum 2019 comes to a close. A short wrap-up of this year's forum will be provided, followed by the European Reference Sites Award ceremony, and the announcement of the winners of the Citizen Accelerator Award and the award for the best exhibitor. The ceremony ends with the revelation of next year's AAL Forum host city.



**Anders Kühnau** has been Chairman of the Regional Council, Central Denmark Region, since 2018. He has a degree in Political Science from Aarhus University and has been a member of the Regional Council since 2006. In his capacity as Chairman of the Regional Council, he has been appointed to various boards and committees, notably as Chair of the region's Hospital Committee.



**Gerda Geyer**, is Vice President of the AAL Association and member of the Executive Board. She has served as Programme Manager at the Austrian Research Promotion Agency, FFG, Vienna as well as being a university lecturer at the University of Vienna's Postgraduate Centre Master's Programme in Gerontology and Social Innovation.

#### PARTICIPANTS

**Representatives of the EIP on AHA:** Awarding the new European Reference Sites

**Anders Kühnau:** Chairman of the Regional Council, Central Denmark Region:  
Awarding the best Citizen Accelerator

**Representatives of the AAL Programme and Aarhus Municipality:** Awarding the prize for the best AAL Exhibitor

**Gerda Geyer:** Vice President of the AAL Association and member of the Programme's Executive Board, with a representative of the next AAL Forum host city

**Moderator:** Fernanda Freitas



**4Mvideo**

4Mvideo will display their video-biking application and discuss the physical and social benefits of the product.

**AAL Programme & EIP on AHA**

The AAL Programme (Active Assisted Living Programme) and the EIP on AHA (European Innovation Partnership on Active and Healthy Ageing) invite you to learn more about engaging together on ageing well in a digital world through the cooperation of both programmes.

**AIT - Austrian Institute of Technology GmbH**

Austria's largest Research and Technology Organisation and an international key player in many of the research areas they cover. At the AAL Forum 2019, they will present the two AAL Projects TACTILE and SUCCES.

**Aktiv Interaktiv**

Aktiv Interaktiv Aps has more than 15 years' experience making them a strong partner in the market of sensory experiences and interactive solutions. It delivers welfare technology for users in care homes and rehabilitation centres for both the elderly and the young.

**Alerto Care Technologies Ltd.**

Alerto presents the Alerto Safety Alarm System™, a discrete and highly effective system, which monitors all activity in the home and - due to a unique combination of hardware and software - enables municipalities, as well as private participants, a full overview and full



documentation for each individual incident.

**Arjo Danmark**

Arjo is a global supplier of medical devices, services and solutions that improve quality of life for people with reduced mobility and age-related health challenges.

**Associação Fraunhofer Portugal Research**

The Associação Fraunhofer Portugal Research (Fraunhofer Portugal),

is a non-profit private association founded by Fraunhofer-Gesellschaft, the largest organisation for applied research in Europe.

**Brain+ ApS**

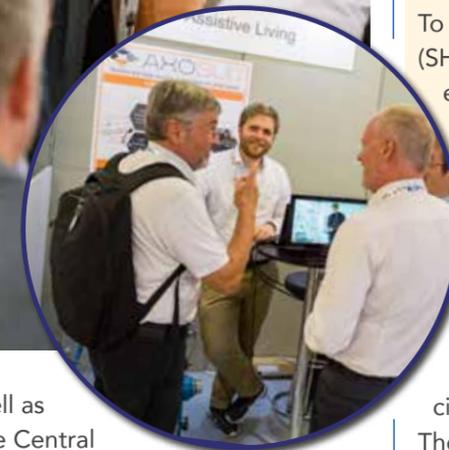
Brain+ aims to provide effective, relevant and fun brain-training exercises for all ages.

**Carinthia University of Applied Sciences**

Linking technologies and the social environment is the central aim of

# EXHIBITORS

As one of the largest events of its kind in Europe, the AAL Forum 2019 is hosting a vibrant exhibition of technology designed to improve quality of life for older people. The exhibition was created in collaboration with CareWare.



cultivating and translating ideas, knowledge and technology for the benefit of Danish society.

**Chromaviso**

Chromaviso's ambition is to lift the standard of lighting in the health sector. By creating optimal and health-promoting light, they are at the forefront of the market and are making a major difference to patients and staff.

**Citizen Accelerator**

The selected companies from the Citizen Accelerator will exhibit their products and projects. Exhibitors include Palliate Ai Technologies, Vigo, FLINK ApS, Still Active, Gonio, CxD ApS - Child Experience Design.

**De Montfort University - ACROSSING project**

To best leverage the Smart Homes (SH) potential, ACROSSING envisions an easy-to-use technology infrastructure which provides validated technology components and platforms built upon them.

**DigiRehab**

DigiRehab is a unique digital exercise tool aimed at elderly citizens with homecare assistance. The intelligent and personally based exercise programmes increase the citizens' self-reliance and reduce their need for homecare. DigiRehab is used by homecare providers in Denmark, Norway and Iceland.

**European Commission**

Through policy, financial support and partnerships, the European Commission works towards a better quality of life for everyone, innovation and growth for a

the AAL Research Unit at Carinthia University of Applied Sciences. By using an innovative participatory Living Lab methodology, the unit develops concepts, products and services for smart homes, smart health and smart interaction to improve quality of life for older adults.

**CDEU - The Central Denmark EU Office & Innovation Fund**

The Central Denmark EU Office represents the 19 municipalities of the Central Denmark region as

well as the Central Denmark regional government, Aarhus University and VIA University College. The office is dedicated to helping the entire Central Denmark Region with all of its municipalities, higher learning facilities, private companies and other key players in playing as active a part as possible in the EU. The office will be sharing their booth with Innovation Fund Denmark. The fund invests in

competitive EU industry, and sustainable care systems for society.

### European Connected Health Alliance (ECHAlliance)

The European Connected Health Alliance (ECHAlliance) is the Global Connector for Digital Health, facilitating multi-stakeholder connections around ecosystems, driving sustainable change and disruption in the delivery of health and social care. The global network of Digital Health Alliances connects 78 countries and 4.4 billion people (Europe, USA, Canada, China, Africa, Asia, the Caribbean and Americas and the Pacific).

### Evondos

Evondos have implemented their medication robot for people living at home in more than 160 Nordic municipalities. This has created the opportunity to develop a methodology for a successful implementation and benefit realisation. Their service gives documented value to people dependent on regular medication, and home care providers.

### ExorLive

In an ever-changing field, ExorLive has always found innovative ways to inspire people to move by producing high-quality, efficient and consistent exercise programmes.

### Exthex GmbH

Exthex is a research and development SME that focuses on close-to-market operations. Exthex creates spin-offs based on the results of successful research projects and helps to establish them on the market for the long-term.

### Fysiodema

Fysiodema negotiates and advises on

medical equipment and rehabilitation aids. Their mission is to make the best products in rehabilitation and diagnostics available for the Danish market.

### Gillie Artificial Intelligence

A cloud service that analyses medical and welfare data to turn it into actionable insight and personalised care. Gillie Artificial Intelligence monitors the condition of customers in home care and assisted living facilities and helps care providers anticipate changes in the customer's condition and uses them to predict upcoming deviations. Early intervention improves customer well-being and reduces the need for care.

### GLØD

GLØD is a Danish start-up which aims to create aesthetically beautiful technology that assists everyday well-being. Its first product is a portable night lamp, designed to ensure a better consecutive sleep.

### HES-SO Valais-Wallis

With its 10 degree programmes and nine research institutes, the HES-SO Valais-Wallis is a leading hub of skills and innovation, preparing students for the world of work, and contributing both to economic and social development and to the creation of jobs within the canton. At the AAL Forum, they will present the AAL Project StayFitLonger.

### Hochschule Luzern – iHomeLab

The iHomeLab of the Lucerne University of Applied Sciences and Arts in Switzerland is the Swiss thinktank and research centre for building intelligence. At the AAL Forum 2019, they will display the AAL project HiStory.

### HUG - Hôpitaux Universitaires de Genève

Presenting the AAL Project POSTHCARD. The core of the POSTHCARD platform is an engaging simulation where caregivers can practice daily life situations with Alzheimer's patients. In the simulation, users will be able to choose the way they interact with the patient and see whether their approach is successful. Thanks to POSTHCARD, the reduction of burden associated to home-care will allow Alzheimer's patients to stay longer at home.

### Ideable with Kwido and VirtuAAL

Ideable is a Basque SME focused on creating technology for caring for elderly people. Apart from participating in some AAL projects, Ideable has its own platform and division centered in eldercare, Kwido. The intention is to show how they are monitoring health, cognitive status or daily activity of the elderly people for the elder care companies around Europe. Apart from that, Ideable will present the virtual reality games they've developed under the VirtuAAL AAL Small Collaborative project.

### ilogs mobile software GmbH

For over 20 years, the company has been developing innovative software for caregivers. The company employs over 50 highly qualified people, focused on creating value for organisations by successfully integrating people, business and technology. ilogs healthcare GmbH is part of the ilogs group. The company headquarter is located in Klagenfurt (Carinthia), Austria, with further offices in Switzerland, the UK, France and the US.





### INNOVAID A/S

INNOVAID A/S is a rehabilitation company that develops and sells assistive technology for training and physical rehabilitation. They aim to improve quality of life for their users through effective training systems. They create innovative products and services that help users, families, caretakers and teachers learn and develop skills.

### INRCA - Istituto Nazionale Ricovero e Cura Anziani

The INRCA, as a scientific institute, conducts research and assistance. These two closely related areas characterise and make the specific services provided, which are intended mainly for the elderly according to the institutional purposes of the hospital. At the AAL Forum, they will present the AAL Project Resilien-T.

### Instituto Pedro Nunes

Created in 1991 through a University of Coimbra initiative, Instituto Pedro Nunes is a private non-profit organisation which promotes innovation and the transfer of technology, establishing the connection between the scientific and technological environment and the production sector.

### Intramedic

Intramedic is a dynamic and expanding medical device company with activities in Denmark and Sweden. Intramedic is marketing and maintaining systems from a variety of the world's leading manufacturers within cardiopulmonary diagnostics, biomechanics and rehabilitation.

### J. Honoré Care

J. Honoré Care is a specialist and market leader of intelligent

toilet solutions and other assistive equipment in Denmark.

### LEMCO Rehab & Fysio

LEMCO Rehab & Fysio works for a better life through exercising. Their equipment is for people with mobility impairment and wheelchair users.

### LIGHTCARE A/S

LIGHTCARE A/S is Denmark's leading knowledge-based innovation company specialising in unique light concepts for a wide range of areas, including health and care, trade and office, education and industry.

### Mobility Research Denmark

Mobility Research Denmark sells quality products for the rehabilitation sector. Their products are developed to ensure a good process for both patient and therapist. At the AAL Forum, they will display their products NuStep and MoveSole.

### Multi Living Care

The vision of Multi Living Care is to put the citizen at the centre and develop solutions that place freedom, dignity, mobility and independence at the forefront. The company aims to be the safe, aesthetic and natural choice for people with reduced mobility who want greater mobility, self-reliance, independence and dignity.

### Otiom

Otiom is Danish-developed and produced, and the result of an 18 month development process with people suffering from dementia, their relatives and caregivers.

### Pressalit

Pressalit creates practical bathroom

facilities in public places for people with extensive and diverse learning disabilities as well as for people with physical disabilities and incontinence. International surveys shows that the standard handicap toilet, as we know it today, does not meet the requirements of the user with a profound disability. At the AAL Forum, Pressalit will show their first prototype (a plug and play solution) in a digital format.

### Protac A/S

Protac A/S is a Danish manufacturer of sensory stimulation products. They serve private people, municipalities, regions and state institutions. In Denmark, they sell their products directly. Outside of Denmark, the company is represented in 20 countries through a number of local distributors.

### Rehab-Care

Rehab-Care specialises in equipment for the nursing and health sectors. They develop and manufacture standard and customised equipment such as hospital beds, treatment tables, bed tables and toilet- and shower chairs as well as lifts and other types of lifting equipment for the nursing sector. Their products are used in every Danish hospital as well as a wide range of municipalities and clinics. Many products are delivered to other European countries such as the Netherlands, Germany, Norway and Sweden.

### Rehabilitation International World Congress 2020

The Rehabilitation International World Congress 2020 will be a strong inspiration for all participants, providing the opportunity to meet with global colleagues from your own profession, society, NGOs, and

with up front representatives from rehab specialists.

### RotoBed

RotoBed® care beds are welfare technology for everyone. A simple and intelligent operation facilitates the lives of both users, relatives and staff. At the same time, RotoBed® has a range of accessories, specially designed for our beds, to further facilitate transfer and care.

### Sarita CareTech

Sarita CareTech is a Danish start-up which creates emergency alert technology with a human-centred design approach that is equally aesthetically pleasing and technically fitting for caregivers and the elderly.

### SDU - University of Southern Denmark

A master's programme in rehabilitation that gives you the necessary skills to ensure an optimal and citizen-centered rehabilitation in your daily practice. Targeted at professionals working with rehabilitation.

### The Telecommunication Software and Systems Group

The TSSG group was founded in 1996 within Waterford Institute of Technology. Since then, it has grown into a large research centre. At the AAL Forum 2019, they will display the AAL project Carelink.

### Test and Development Center for Welfare Technology

The Test- and Development Centre helps companies develop and test technologies, ideas and business models. The centre is partly financed by the Municipality of Viborg and the Central Jutland Regional Hospital.

### The HabLab

The product Klikkit is the holistic IoT solution that can help patients increase adherence while supporting payers and providers to remotely monitor patient populations and ad-hoc intervene for stratification through smart IoT devices and connected dashboards.

### Tunstall Healthcare

For over 60 years, Tunstall Healthcare has pioneered the use of technology to support those requiring care and health intervention to live independently at home. The aim is to balance independence with reassurance, and provide tailored support which meets individuals' needs now and in the future.

### Universität Innsbruck

The university's main mandate is to focus on research and development, teaching and continuing professional education and training. At the AAL Forum, they will present the AAL research project i-evAALution.

### Vahlkamp International B.V.

Vahlkamp has been active in the development and production of wireless alarm systems for the needy in society for almost 40 years. The company philosophy focuses on three pillars: simplicity, functionality and affordability.

### VELA

VELA has a strong focus on creating beautiful and ergonomically designed chairs. The company is divided into three business areas, all with design, function and excellence as a common goal.

### Viborg Municipality

Viborg Municipality presents the strategy of supporting active and

healthy living among the elderly through the use of animation as a communication and implementation tool in the public sector.

### Vienna Business Agency – Rehabuddy

As the first point of contact for national and international companies, the Vienna Business Agency offers advice, real estate, and financial funding. Visit the stand and meet the Viennese company RehaBuddy. The activities of the Vienna Business Agency in this AAL Forum are part of the IC3 project, co-funded by the European Regional Development Fund.

### Vilans

Vilans is the national Centre of Expertise for long-term Care in the Netherlands. Vilans engages in innovation, research and development, dissemination, and implementation of good practices. They will display the AAL project eWare.

### Vitatech

Vita is pioneering new innovative hardware solutions for daily safety problems in aerospace, construction, and other dangerous industries. At the AAL Forum, they will display their product TimeGiven - an SOS wrist device for elderly people.

### Welldana Innocare

At the AAL Forum 2019 exhibition, Welldana Innocare will present eLea™ Activity Sensing, which is a wireless home care solution that is easy to install and very user-friendly.

### ZiboCare

ZiboCare is an innovative company based in Denmark offering competent advice, products and services for users, carers and relatives in the healthcare sectors.

## OPENING DAY MONDAY, 23RD SEPTEMBER

12:00 - 18:00	Registration – Aarhus Congress Centre, Margrethepladsen 1, 8000 Aarhus C
18:00 - 18:10	Opening ceremony at the Aarhus City Hall, welcome speech by Jacob Bundsgaard, Mayor of Aarhus
18:10 - 18:35	Keynote speech: Bengt Andersson, Senior advisor and team leader, Nordic Welfare Centre: <i>Smarter implementation of digital technology to enhance active and healthy living</i>
18:35 - 18:50	Musical entertainment
18:50 - 19:00	Speech by Marco Marsella, Head of Unit eHealth, Well-being, and Ageing, European Commission
19:00 - 19:30	Keynote speech: Julie Arts, Presencing Institute: <i>An ecosystem approach for active and healthy ageing</i>
19:30 - 19:40	Official opening of AAL Forum 2019 by Peter Saraga, President of the AAL Association
19:40 - 22:00	Get-together cocktails and networking



# PROGRAMME OVERVIEW

## KEY: AAL THEMES AND SESSIONS

Theme descriptions can be found in the printed programme

THEME 1	THEME 2	THEME 3	THEME 4	THEME 5	THEME 6
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## TUESDAY, 24TH SEPTEMBER

07:00 - 07:30	Social event: Guided tour with exercises and running with seniors				
07:00 - 08:00	Social event: Swimming in Aarhus Harbour				
08:00	Opening doors at Aarhus Congress Centre. Registration is open all day				
09:00 - 18:00	The exhibition is open at the Aarhus Congress Centre				
09:00 - 10:30	<b>W1</b> The Value of the Silver Economy using the Gold of the Future  Room: Suecia	<b>W2</b> Public R&D funding instruments and market uptake  Room: Dania	<b>W3</b> Building an ecosystem approach for 'ageing well in a digital Europe' (AAL Programme)  Room: Nortvegia	<b>W4 &amp; 5</b> 2 x 45mins <b>W4:</b> The Compaan tablet, a successful example of eHealth implementation <b>W5:</b> A quick guide to IoT: opportunities and barriers for the implementation of IoT projects  Room: 1	<b>W6 &amp; 7</b> 2 x 45mins <b>W6:</b> Implementing a new technological workflow in socio-educational work <b>W7:</b> Implementation of assisted living technology in elder care in Aarhus  Room: 11
09:00 - 10:30	Guided tours of the AAL Forum Exhibition				
10:30 - 11:00	Coffee and refreshments				
11:00 - 12:30	<b>W8</b> Smart Healthy Age-Friendly Environments and the Blueprint for the digital transformation of Health and Care (joint session AAL/EIP on AHA)  Room: Suecia	<b>W9</b> Engaging the new old  Room: Dania	<b>W10</b> Assistive systems empowering seniors in the workplace: Challenges and potentials  Room: Nortvegia	<b>W11</b> Do The Right Thing: The Ethics Of Digital Health  Room: 1	<b>W12 &amp; 13</b> 2 x 45mins <b>W12:</b> The importance of creating shared value through integrated business models in the healthcare economy. <b>W13:</b> What are robots doing here?  Room: 11
11:00 - 12:30	Guided tours of the AAL Forum Exhibition				
12:30 - 14:00	Lunch break				
14:00 - 15:30	<b>PLENARY SESSION</b> Congress Hall Policy and philosophical implications of the ageing demographic revolution: from the building of a new social contract to the concrete implementation of preventive and health care strategies at regional level.				
15:30 - 16:00	Coffee and refreshments				
16:00 - 17:30	Guided Tour: Visit DokkX – Aarhus' permanent exhibition of technology				
16:00 - 17:30	<b>W14</b> Regional innovation scaling-up (Joint session AAL/EIP on AHA)  Room: Congress Hall	<b>W15</b> Born in Flanders – Raised to support global ageing  Room: C1	<b>W16</b> Mythbusters: Empowering people with dementia /VR-Glasses as an activity for citizens with dementia  Room: Dania		
16:00 - 17:30	Guided tours of the AAL Forum Exhibition				
19:00	Social event: Dinner with the end users				

## WEDNESDAY, 25TH SEPTEMBER

08:00	Opening doors at Aarhus Congress Centre. Registration is open all day				
09:00-18:00	The exhibition is open at the Aarhus Congress Centre				
09:00 - 10:30	<b>W17 &amp; 18</b> 2 x 45mins <b>W17:</b> How do we attract big private and public buyers to AAL solutions? <b>W18:</b> Turning an AAL project into a successful business: Experiences from SMEs involved in AAL projects  Room: Suecia	<b>W19 &amp; 20</b> 2 x 45mins <b>W19:</b> Municipalities fostering the implementation of ICT solutions: Success case of Riga City Hall and Senior Group <b>W20:</b> How Northern Ireland is creating better conditions for SMEs through PCP  Room: Nortvegia	<b>W21</b> Designing a successful AAL implementation roadmap: a design approach to maximise the adoption of your AAL solution  Room: 4	<b>W22</b> Democratisation of the Internet of Things. Off-the-shelf technology tailored for everyone  Room: 11	
09:00 - 10:30	Elevator pitch: Projects get the chance to pitch their ideas and receive valuable feedback  Room: Dania				
09:00 - 10:30	Poster presentations  Room: 3				
09:00 - 10:30	Guided tours of the AAL Forum Exhibition				
10:30 - 11:00	Coffee and refreshments				
11:00 - 12:30	<b>PLENARY SESSION</b> Congress Hall <b>A new partnership for dealing with demographic change in Europe!</b> The future of Active and Healthy Ageing in the Horizon Europe Framework Programme				
12:30 - 14:00	Lunch break				
14:00 - 15:30	<b>W23</b> Digital FrontRunners – Mindset and Skillset in the new digital reality  Room: Suecia	<b>W24</b> Innovation to Market – I2M (Joint session AAL/EIP on AHA)  Room: Dania	<b>W25 &amp; 26</b> 2 x 45mins <b>W25:</b> Early adoption and implementation through collaboration and testing. <b>W26:</b> Selection, testing and implementation of welfare technology in Copenhagen  Room: Nortvegia	<b>W27</b> Evaluating the demand of social technology: A key factor towards market success  Room: 1	<b>W28</b> Privacy-aware and acceptable lifelogging services for older people  Room: 11
14:00 - 15:30	Poster presentations  Room: 3				
14:00 - 15:30	Guided tours of the AAL Forum Exhibition				
15:00 - 18:00	Exhibition area open to the public				
15:30 - 16:00	Coffee and refreshments				
16:00 - 17:30	<b>W29</b> Ethics, data and privacy protection: who will take responsibility for, and how do we proceed to, a common framework for IT-AHA in Europe?  Room: Suecia	<b>W30</b> Enabling implementation decisions. Assessing the effectiveness of AAL: the case of EvAALuation and MAFEIP (joint session AAL/EIP on AHA)  Room: Nortvegia	<b>W31</b> Computer games for seniors and their relatives: A playful approach to social well-being  Room: 11	<b>W32</b> 7th Workshop on Mobility Solutions: Autonomous Vehicles  Room: Dania	
16:00 - 17:30	Poster presentations  Room: 3				
17:30 - 19:00	Break				
19:00 - 19:45	<b>FORUM CLOSING</b> The closing of AAL Forum 2019 in the Congress Hall				
20:00 - 24:00	Official Dinner and Party  Congress Hall				

# AAL



PROGRAMME

The AAL Forum 2019 has been made possible  
by the European Commission



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