



## REGIONALISATION OF SOCIAL & HEALTH CARE SERVICES



# The Journey of a European Innovation Programme

Policy Forum  
Helsinki, 21<sup>st</sup> March 2018

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AAL Association

# The AAL Programme

## WHAT

A unique public-public partnership of national funding agencies from currently 20 countries around Europe plus Canada, who are the members of the AAL Association, with financial support from the European Commission's Horizon 2020 R&D programme.

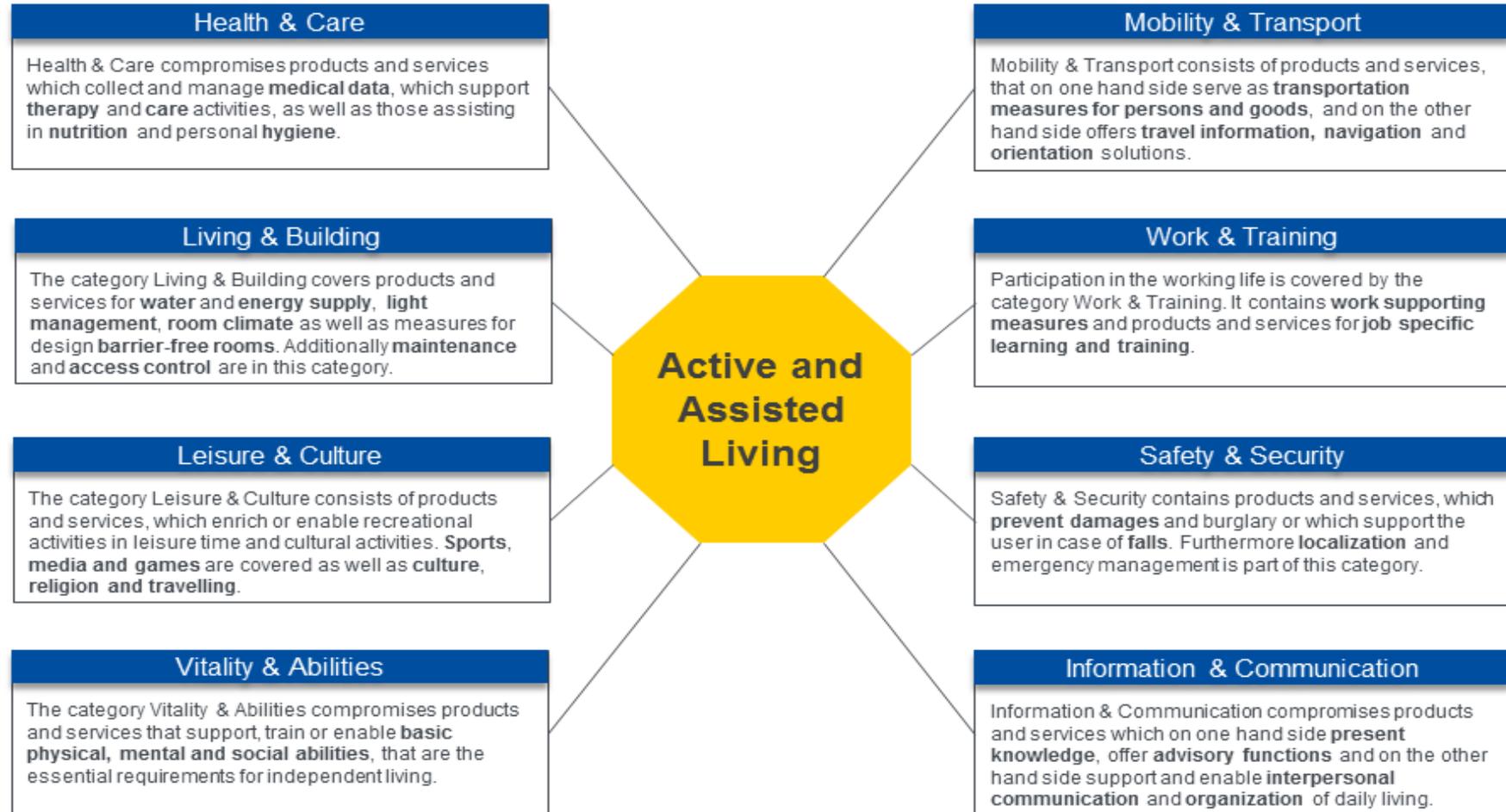
## WHY:

1. Enhancing older adults' quality of life through innovative **digital technology-based** solutions
2. Support long-term sustainability of **health and care systems**
3. Strengthening the emerging industrial base in Europe

# The Instruments

- ✓ Annual Call for Proposal
- ✓ Project and programme support actions:
  - Expert input into ensuring an end-user focused project approach
  - Support towards developing a viable business logic and path to market introduction through targeted consulting, coaching and training of AAL funded projects via the AAL2Business
  - The provision of market intelligence and the exposure to potential future investors via our Market Observatory
- ✓ The bi-annual challenge prize
- ✓ The AAL Forum

# AAL Application Domains



# Call 2018 – Smart Solutions for Ageing Well

- ✓ Solutions aiming at “**private consumer markets**” with aspects such as wellbeing, lifestyle, independence, work, fun and comfort.
  - Buyers: mainly older adults, families, social networks.
- ✓ Solutions aiming at “**regulated markets**” such as health and care, social care, and housing.
  - Buyers: mainly secondary / tertiary end-user groups (care organisations, municipalities, ...).

# AAL Innovation Projects (1)

## Healthy@Work

The team behind the healthy@ work project employ gamification approaches in a motivational, **health oriented app designed to increase occupational health and wellbeing.**

The outcome of the healthy@work project is **a fun app for smartphones that emphasizes motivation as well as education.** It allows employees to engage in friendly team competition, tracking the progress of individuals and collecting data to establish healthier behaviors.



Reto Blunski, chief technical officer.

“The idea started with professional caregivers,”

“Often they have health troubles with their backs, and we wanted to give people a more attractive way of reminding them to look after themselves.”

# AAL Innovation Projects (2)

## Iron Hand

The ironHand project is bringing the concept of the smart glove to life by providing users with assistive and therapeutic support.



Gerdienke Prange-lasonder, sales

**Losing one's grip is a common feature of ageing.** When hand strength diminishes, so too does the chance to engage in and maintain a quality of life enriched by occupational and leisure activities. **The ironHand project intends to give that strength back.**

“We are also developing a therapeutic glove to train the hands after an accident, **trauma or a stroke,**

# Municipalities & Regions: Actors for Change

## Municipality of Aarhus: Welfare Technology Application Fund



Virtual Reality



LightGuide

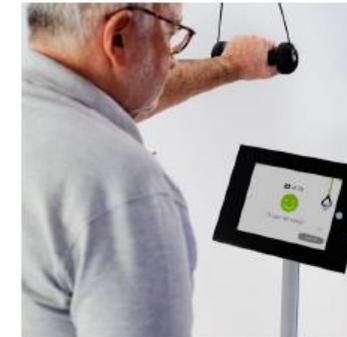


Web-based Mindfulness

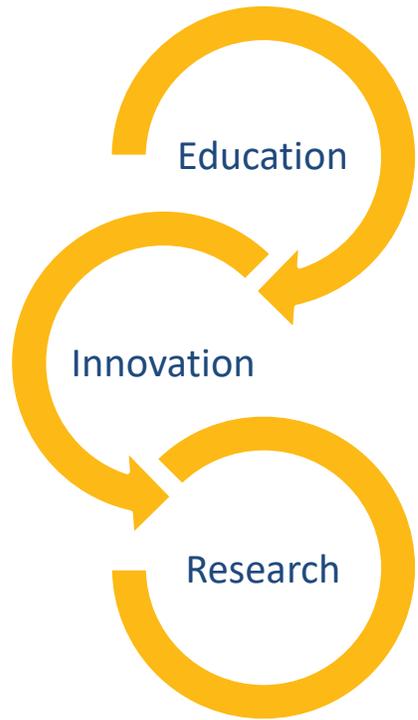
Drone inspections



RoboFit

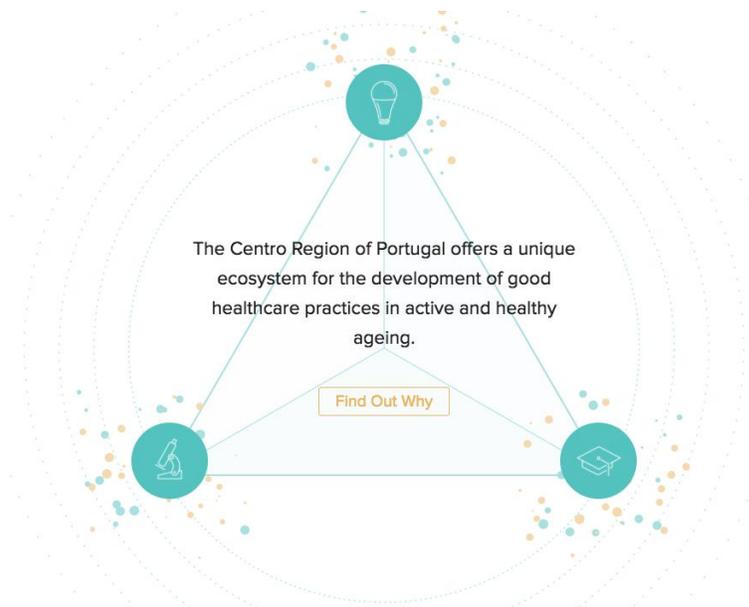


# Municipalities & Regions: Actors for Change



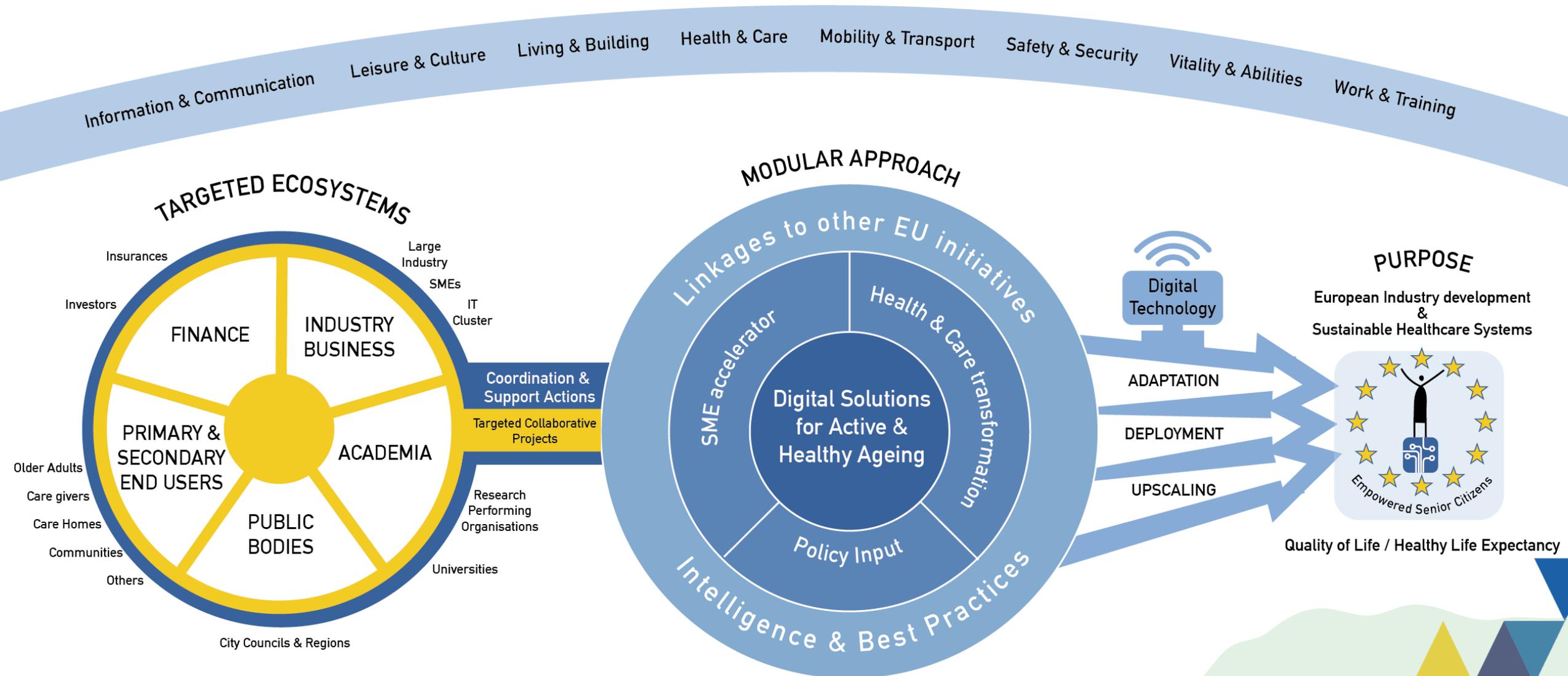
## Centro Region of Portugal: Ageing@Coimbra

A unique ecosystem which is conducive to the development of best practices in the healthcare associated with active and healthy ageing, founded on the axes of Education/Innovation/Research.



Ageing@Coimbra is a consortium which aims to enhance the role of the elderly in society and the application of best practices that benefit their general well-being and active and healthy aging.

# European Cooperation & Support Framework





**DON'T PANIC**



**ORGANIZE!**



**THANK YOU  
FOR  
YOUR ATTENTION!**