

The ageing of Europe's population has significant socio-economic implications. As a result, the market of services to elderly people is growing more and more, and technological innovation could become a major player in improving their quality of life, stay healthier, and live independently for longer. However, some factors are barriers to market development, and prevent the contact between technological innovation and suppliers of advanced services for the elderly in order to promote personal autonomy and quality of life. So, the current challenge is to properly guide research and technological development towards the real needs of the market.

Being aware of this, TicSalut – Department of Health (Generalitat de Catalunya) and Fira de Barcelona have organized the Workshop 'Driving innovation towards the real needs of the Advanced services for the elderly' aiming at promoting a debate with representatives from the different players involved: from the European Commission, to Regional policy makers, representatives from the industry, and end users, around the topic of how to bridge the gap between technology and the real needs of the market.

The workshop is part of the activities of the SALON AVANTE a multi-sector and multidisciplinary Exhibition & Networking Forum where the latest innovations and the potential European buyers will get together.

## **Workshop Driving innovation towards the real needs of the advanced services for the elderly**

Barcelona June 3rd, 2010 - from 10:00 to 17:30

**10:00h** Opening of the Workshop - Welcome Address  
Department of Health, Generalitat de Catalunya

**Workshop Moderator: Marco d'Angelantonio, CEO HIM.**

### **Panel 1: Background and future of EU activities: the Lisbon Treaty as a turning point**

**10:10 h** Peter Wintlev-Jensen, Deputy Head of Unit, ICT for Inclusion, DG INFSO, European Commission:

- European Strategy for ICT and Ageing Well
- CIP-ICT/PSP Programme: From innovation to market.

**11:00 h** AAL representatives, *Presentation of AAL Program*

- AAL Joint Programme - Scope and Aim  
Rafael de Andrés Medina, AALA Board Member
- AAL JP - Milestones so far and Current Call for Proposals  
Silas Olsson, Acting Head of Unit, AALA

- the AAL JP Forum (Odense, Sept 2010)  
Claus Nielsen, chairman of the AAL Forum Program Committee
- AAL Investment Forum 2010  
Reinhard Goebel, AALA

**11:45 h** Coffee Break

**Panel 2: Toward a European Market for advanced services for the elderly: enablers and barriers.**

**12:00 h** Panel Moderator: **Claus Nielsen**, chairman of the AAL Forum Program Committee.

Participants:

**Johan DeMuynck**, Chairperson for the Assembly of European Region's eHealth Network

**Michael Strübin**, Programme Manager responsible for outreach and coordination of Continua's activities in Europe

**Andre PISO**, Microsoft Director for Western Europe

**José Antonio Valverde**, General Director of the Center for Technologies for the Accessibility (Centro de Tecnologías de Accesibilidad, CENTAC)

**13:00 h** Questions and Answers

**13:30 h** Cocktail Lunch

**15:00 h** Project presentations

- Carmen Pastor, **TECNALIA**, *Results of the study about ICT products and services to Disabled and Older People.*
- Mari Satur Torre, **AALIANCE**, *Presentation of the Roadmap.*
- **SENSACTION-AAL**: *SENSING and ACTION to support mobility in Ambient Assisted Living*
- **HMFm**: *Hear Me Feel Me*
- **Dreaming**: *ELDeRly FriEdly Alarm handling and MonitorING*
- **SensorBand I y II** - *Fall detection solutions for improving safety of elderly citizens.*
- **Happy Ageing**- *A Home Based Approach to the Years of Ageing*
- **T-Asisto** - *Social telecare system based on Interactive Digital Television*
- **eCAALYX** - *Enhanced Complete Ambient Assisted Living Experiment*
- **RGS**: *Rehabilitation Gaming System*
- **Persona** - *PERceptive Spaces promoting iNdependent Aging*
- **UniversAAL**- *UNIVERSal open platform and reference Specification for Ambient Assisted Living*
- **CompanionAble**- *Integrated Cognitive Assistive & Domotic Companion Robotic Systems for Ability & Security*
- **Soprano** - *Service oriented programmable smart environments for older Europeans*

**17:15 h** Conclusions and Closing

*\*There will be simultaneous translation service to Spanish.*

Registration

“With your registration, you will be given full access to Avante 2010, Exhibition of Personal Independence and Quality of Life”

