Demographic Ageing

Societal Challenge

Dependency Ratio
• From 1:4 to 1:2
• 80+ doubles by 2025

Cost of Care
• Up by 4–8 % of GDP by 2025

Human Resources
• Shrinking work force
• Lacking 20 million carers by 2020

Major Opportunity

Empowerment
• Active Ageing

New Care Models
• Home based
• Integrated care
• Large Efficiency gains

Growth and Markets
• 3000 B€ wealth
• 85 Million Consumers - and growing
A scalable EU Market

**The Consumer Market**
- 3000 B€ Wealth by people over 65
- 85 Million Consumers over 65 and growing
- <15% ICT use

**The Public Market**
- Care costs: ~1000 B€/year in Europe (8% GDP)
- 10% for innovation: ~100 B€/year
And a growing US Market

Investment trends

Market trends

Source: 2013 market Watch report @ Laurie Orlov
Ageing well – the EU picture

EIP on Active and Healthy Ageing

Horizon 2020, SC1

New Knowledge

Proven Ideas

More Years Better

New solutions

Lives

Alzheimer’s

Evidence and innovation guidelines

Deployment support

JPIs

Structural Funds

EIB

ESF

eHealth

AAL JP 2

ICT & Ageing

Health

Public Health Programme

Research

Innovation

Deployment

EIT-KIC
Societal Challenge 1: Health, Demographic Change and Wellbeing

Relevant calls for 2014 – 2015:
1. Service robotics within assisted living environments
   • R&I action (100%), project size 3-4 million EUR
2. ICT solutions for independent living with cognitive impairment
   • Innovation action (70%), project size 2-3 million EUR
3. Early risk detection and intervention
   • R&I action (100%), project size 3-4 million EUR
4. Support Action for the European Innovation Partnership on Active and Healthy Ageing (€ 2 million)
5. Implementation Research Agenda "More Years, Better Lives - the Challenges and Opportunities of Demographic Change (€ 2 million)
Advancing Active and Healthy Ageing

**PHC 19 - 2014) Service robotics within assisted living environments**

- Can help an ageing population to remain active and independent for longer
- Combines multi-disciplinary research involving behavioural, sociological, health and other relevant disciplines

- Characteristics: modularity, cost-effectiveness, reliability, flexibility in being able to:
  - meet a range of relevant needs and societal expectations,
  - applicability to realistic settings, safety and acceptability to end-users
Advancing Active and Healthy Ageing

**PHC 20 - 2014) ICT solutions for independent living with cognitive impairment**

- Pilots building on flexible and open ICT solutions which allow users to live independently for longer while experiencing cognitive impairment
- Development of best-practice and viable business and financing models, as well as evidence for potential return on investment
- Innovation in organisational and business models for service delivery, standardisation and interoperability work on required ICT platforms, services and data sources
- Number of users involved: sufficient to ensure statistical significance, with a minimum of 4 pilot sites in 4 countries
Advancing Active and Healthy Ageing

PHC 21 - 2015) Early risk detection and intervention

- ICT based solutions, **Including (but not limited to) cognitive impairment, frailty, depression and falls**
  
  -> Demonstrating causal links between changes in behaviour and key risks of ageing by unobtrusive behavioural sensing, and large scale collection of data readily available in the daily living environment of older individuals
  
  -> Design ICT-based interventions to counter the identified risks and innovate in treatments and therapy based on early detection

- Work will build on multi-disciplinary research involving behavioural, sociological, health, ICT and other relevant disciplines, driven by relevant user needs to ensure end-user acceptance

- Full account will be taken of relevant data protection/ethical aspects
**EIP AHA - new way of working at EU level**

- Leveraging funding opportunities to stimulate investments in active and healthy ageing
- Promoting and supporting care innovations by mapping innovative models of excellence in integrated care proven successful and ready for scaling up
- Joining up forces and efforts to build critical mass and scale, and create synergies and links
- Mobilising public and private partners in 27 EU MS (health providers, public authorities from all levels, SMEs, large industry, academia, civil society...)
- Linking on-going innovative projects and initiatives ready for implementation and deployment
EIP AHA Objectives, scope & focus

+2 HLY by 2020

Triple win for Europe

health & quality of life of European citizens

sustainability & efficiency

health and social care systems

growth & expansion of EU industry

Pillar I

Prevention screening early diagnosis

Pillar II

Care & cure

Independent living & active ageing

Pillar III

specific actions

Improving prescriptions and adherence to treatment

Better management of health: preventing falls

Preventing functional decline & frailty

Integrated care for chronic conditions, inc. telecare

ICT solutions for independent living & active ageing

Age-friendly cities, buildings and environments

EIP AHA Objectives, scope & focus
The partnership in numbers

1,000 regions & municipalities

1 billion euro mobilised

3,000 partners

30 mio citizens, >2 mio patients

> 500 commitments

32 Reference Sites

Marketplace
>50,000 visits/year
>1400 registered users

3,000 partners

>50,000 visits/year
>1400 registered users

3,000 partners

>50,000 visits/year
>1400 registered users

3,000 partners

>50,000 visits/year
>1400 registered users
32 RSs => 12 MSs
selected for self-assessment and peer-review
(innovation, scalability, outcomes)

71 good practices of innovation-based integrated care models with sound impact on the ground

13 Reference Sites
12 Reference Sites
7 Reference Sites
Cooperation
Japan – EU to develop their platinum economy
Making the case: cooperation Japan - EU

Successful EU-JP workshop December 2013:

• General support for cooperation
• Strong potential of synergies EU-Japan
  • Similar Policy Objectives
  • Similar Research and Innovation Focus
  • Common interest in global market development
• Global policy coordination
  • OECD Silver Economy Initiative
  • Macro-economic analysis
  • Global Standards for interoperability
Cooperation on...

a) Open Software Platforms for Service Integration
b) Service Robotics for independent living (H2020);
c) Large scale ICT pilots on innovative services for ageing well (H2020);
d) Large scale data sharing and analysis (H2020/EIP-AHA)
A roadmap for next steps

Shorter term (2014 – 2015 Q1)

1. A Japan-EU Portal with information on Japanese stakeholders, projects and programmes and JP – EU initiatives
2. Joint workshops and exchange scheme for researchers
3. Dedicated H2020 Information Day in Japan

Longer term
1. Planning for future strategic cooperation
More information

Video Italian lady and her robot: http://www.youtube.com/watch?v=9pTPrA9nH6E
EIPonAHA: ec.europa.eu/active-healthy-ageing