



DIGITAL INNOVATION FOR AGEING WELL & THE SILVER ECONOMY

PROGETTO MATTONE INTERNAZIONALE

Bruno ALVES
16 March 2016



1. DEMOGRAPHIC CHANGE AND THE EU AGENDA

- 1.1. Demographic Change – Societal Challenge & Major Opportunity**
- 1.2. EU Activities – The European Agenda on Active and Healthy Ageing**
- 1.3. Road to 2018 – Overall Goals and Objectives by 2018**

2. KEY EUROPEAN COMMISSION INITIATIVES

- 2.1. The European Innovation Partnership on Active & Healthy Ageing (EIP on AHA)**
- 2.2. The Silver Economy Strategy (Economic Growth & Jobs Dimension)**
- 2.3. R&I H2020 Societal Challenge 1 (Health, Demographic Change, Wellbeing) Calls 2016**

3. YOUR CRITICAL ROLE

1. DEMOGRAPHIC CHANGE & THE EU AGENDA

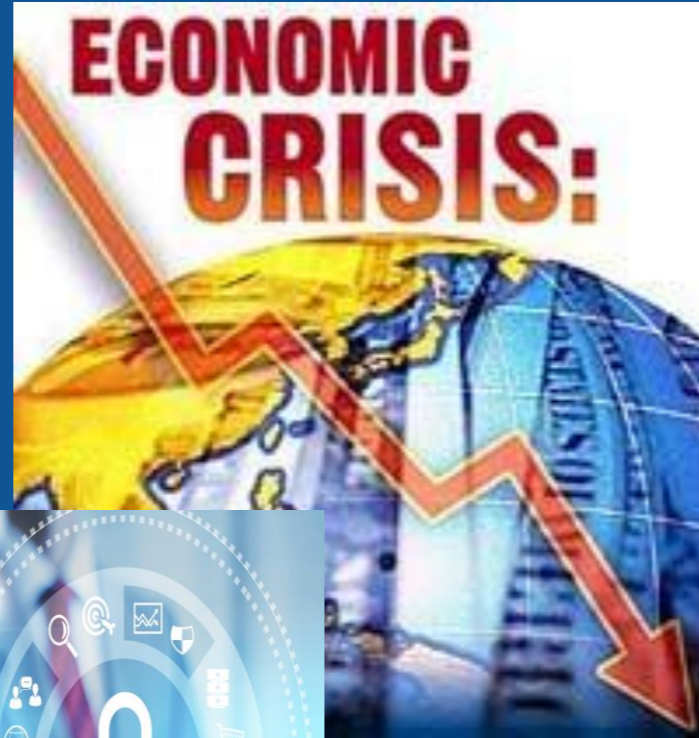


SOCIETAL CHALLENGE & MAJOR OPPORTUNITY

EU ACTIVITIES ON ACTIVE & HEALTHY AGEING



A STORM OF CRISES



TERRORISM
ATTACK TERROR DEATH BOMB CHAOS ALERT BLOOD NEWS ...

1.1. DEMOGRAPHIC CHANGE



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
- Large scale uptake of digital innovation

1.2. EU AGENDA ON ACTIVE & HEALTHY AGEING



1.3. ROAD TO 2018



OBJECTIVES 2016-2018

DEPLOYMENT OF INNOVATION

50 + REGIONS DEPLOYING LARGE-SCALE, SUSTAINABLE, DIGITALLY-ENABLED INNOVATIVE SOLUTIONS FOR ACTIVE AND HEALTHY AGEING

INVESTMENT

REACHING TOTAL OF € 500 MILLION INVESTMENT IN DIGITAL INNOVATION FOR HEALTH & CARE. €250 MILLION PUBLIC INVESTMENT – MATCHED BY €250 MILLION FROM PRIVATE SOURCES

PEOPLE

REACH ADDITIONAL 4 MILLION PEOPLE IN EUROPE BENEFITING FROM DIGITAL INNOVATION ACTIVE & HEALTHY AGEING.

HORIZONTAL GOALS

*Critical Mass adoption of "Monitoring and Impact Assessment Framework" (MAFEIP)
Critical Mass adoption of "Innovative Practices Repository EIP on AHA"*

2. KEY EUROPEAN COMMISSION INITIATIVES ON AHA



2.1. EUROPEAN INNOVATION PARTNERSHIP ON ACTIVE & HEALTHY AGEING

2.2. SILVER ECONOMY STRATEGY

2.3. H2020 Societal Challenge 1 HEALTH DEMOGRAPHIC CHANGE & WELLBEING



2.1. EIP on AHA

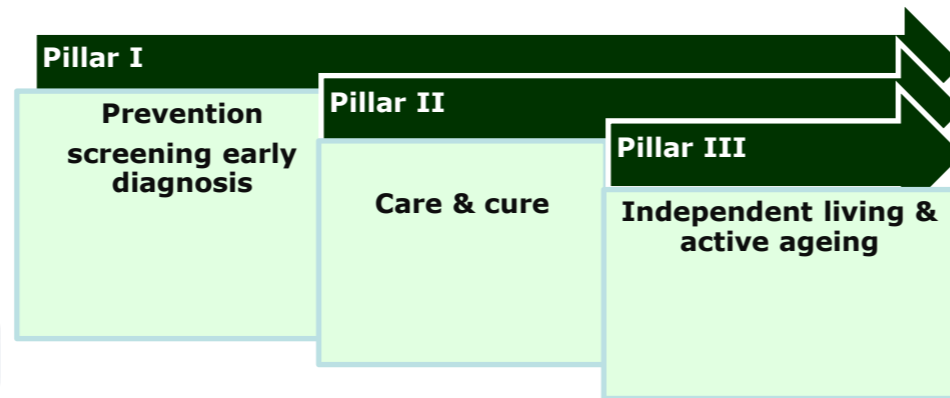
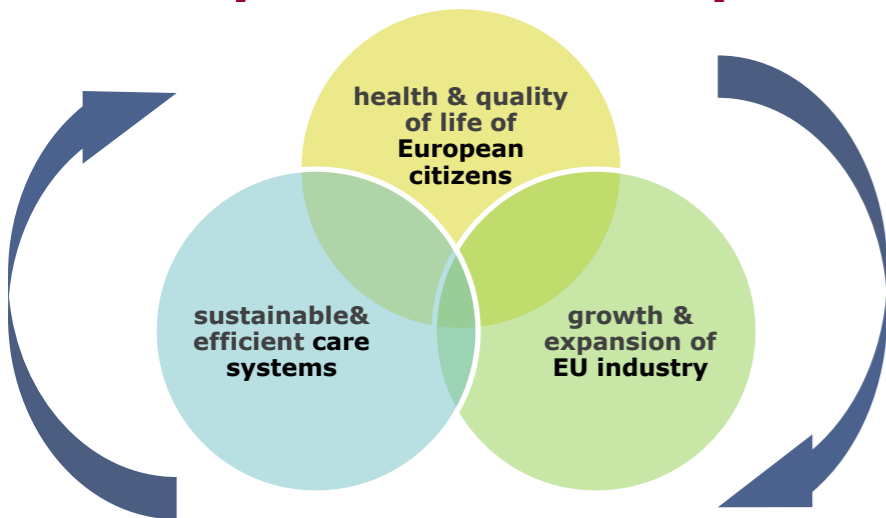


European Innovation Partnership on Active & Healthy Ageing



crosscutting, connecting & engaging stakeholders across sectors, from private & public sector specific actions

+2 HLY by 2020
Triple win for Europe



-  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 and environments



European Innovation Partnership on Active and Healthy Ageing

**1,000 regions &
municipalities**

**> 500
commitments**

3,000 partners

**32 Reference
Sites**

**1 billion euro
mobilised**

**30 mio citizens,
>2 mio patients**

2.1. EIP on AHA



Reference Sites - coverage

32 RSs => 12 MSs

selected for self-assessment and peer-review

(innovation, scalability, outcomes)

150+ good practices of care innovation-based impact on the ground

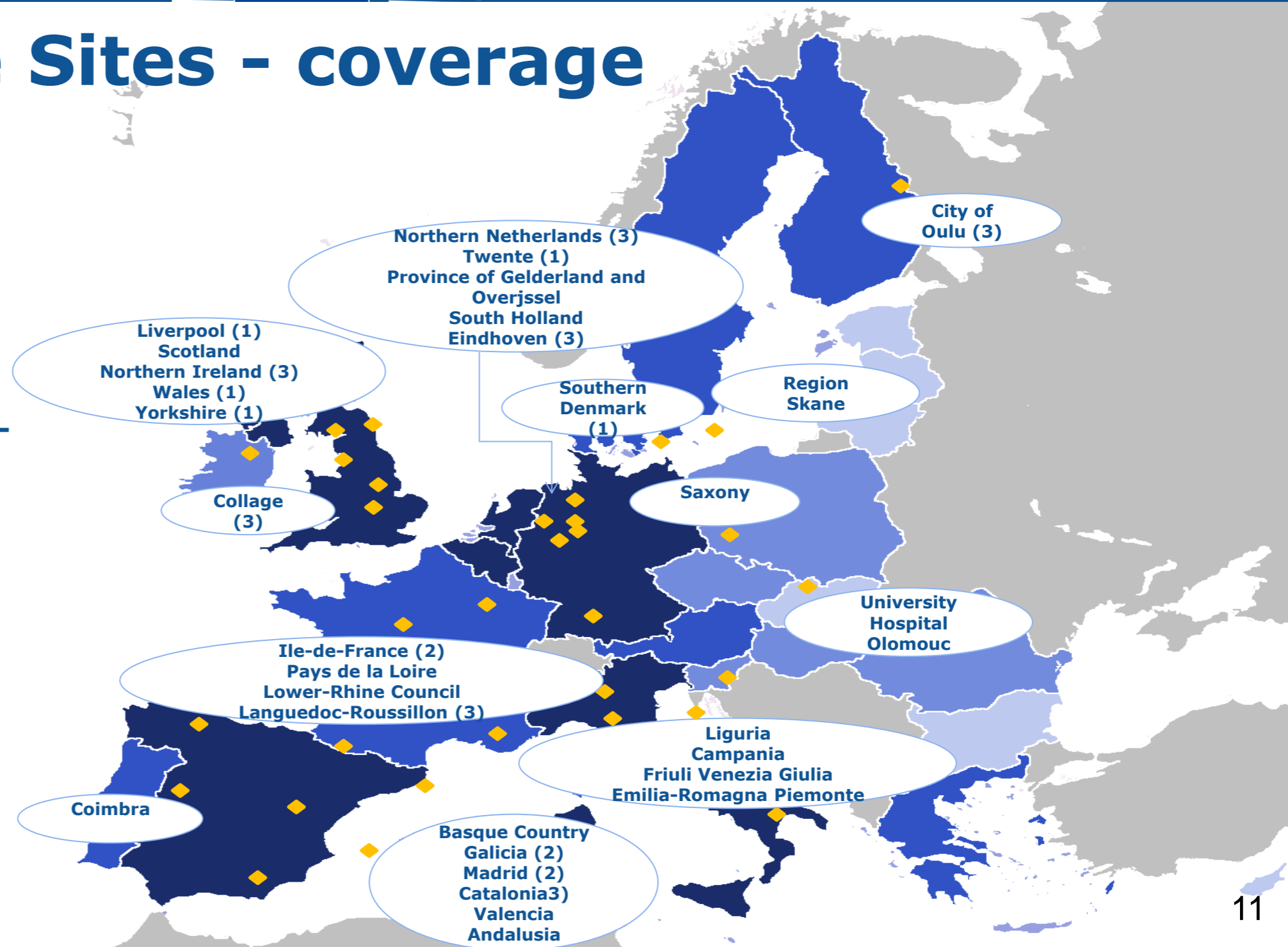
1 July 2013 – Star Ceremony

announcement of best RSs with stars, ready for replication and coaching

★★★★ 13 Reference Sites

★★★ 12 Reference Sites

★ 7 Reference Sites



2.1. EIP on AHA (Status)



DG CONNECT EIP on AHA Activities and Events



LAUNCHED
New Call for Reference Sites 2016
Open Until 15 April 2016

PRESENTED
6 Action Plans 2016-2018

LAUNCHED
New EIP on AHA Web Portal with:

- New Call for Commitments to the EIP on AHA (February 2016)
- New Resources Library (February 2016)

TO BE LAUNCHED
• Innovative Practices Repository





Next Steps for the EIP on AHA

Expansion

- New call for commitments
- New call for reference sites
- Horizontal initiatives (MAFEIP + Repository)

Operational focus

- Revised action plans & Portal
- Focus of near term outputs (Sprints)

Conference of Partners

- Summit December 6-7-8th December 2016
- Reinforced Political support



Get Involved TODAY!!!

The European Innovation Partnership on Active & Healthy Ageing has launched an **“invitation for commitment”** open to all stakeholders.



New partners wanted!

Join more than 3000 organisations on a journey to a **triple win for Europe:**

- Improving the quality of life of citizens
- Supporting the sustainability of health & care services
- Boosting economic growth through large scale innovation

2.1. EIP on AHA



Get Involved TODAY!!!



2.2. Silver Economy



SILVER ECONOMY STRATEGY (Launched March 2015)



European Summit on Innovation
for Active & Healthy Ageing

An agenda for societal change & sustainable
economic development

<http://bit.ly/1yiVfF2>

2.2. Silver Economy (Global)



- Economic opportunities in the public and consumer markets
- Global Silver Economy valued at \$7 trillion per year, to reach \$15 trillion by 2020
- Considered the 3rd largest economy in the world

Bank of America Merrill Lynch

A Transforming World Investment Themes

Thematic Investing
The Silver Dollar – Longevity Revolution Primer

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Growing the Silver Economy in Europe

GROWING THE EUROPEAN SILVER ECONOMY

BACKGROUND PAPER
EUROPEAN COMMISSION
23 FEBRUARY 2015

Disclaimer: The background document has been produced to inform a discussion among stakeholders and does not constitute a formal position, proposal or commitment by the European Commission.

Briefing
July 2015

European Parliament

**The silver economy
Opportunities from ageing**

SUMMARY

The 'silver economy' covers a host of different but interlinked strands; together these can improve the quality of life and inclusion in society and involvement in economic activity of the ageing population through developing innovative policies, products and services to meet their needs, bringing more growth and jobs. The concept has been emerging over the years, and recently gathered momentum with the European Commission's first paper on the topic.

The population in the EU is ageing due to increasing longevity and low birth rates. The Commission's 2015 Ageing Report forecasts that the EU will move from having four working-age (15-64) people for every person aged over 65 years in 2013, to just two by 2060. Whilst population ageing brings challenges, it also presents opportunities. Euromonitor forecasts that the global spending power of those aged 60+ will reach US\$15 trillion by 2020. Annual age related government expenditure on older people (currently nearly 20% of GDP in the EU) is forecast to rise by 1.8 percentage points by 2060.

The silver economy concept seeks to look holistically at ageing and the opportunities it presents, bearing on the future direction of a broad range of policies such as those on the built environment, 50+ employment, life-long learning and preventative healthcare. Moreover, it seeks to embrace new technologies (e.g. health monitoring, smart homes, driverless vehicles, and care robots) and use them to lower the costs of ageing and improve the lives of older citizens whilst simultaneously helping to boost the economy.

In this briefing:

- What is the 'silver economy'?
- Demographics and opportunities
- Overview of the silver economy
- Brief outline of the various elements
- Further reading



A scalable EU Silver Economy

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

The
Consumer
Market



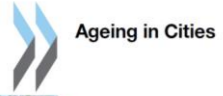
- Care costs
~1000 B€ /year in Europe (8 % GDP)
- 10% for innovation
~100 B€ /year

The Public
Market



2.2. Silver Economy

Increasingly a Mainstream Opportunity



European Commission



The Silver Economy as a Pathway for Growth
Insights from the OECD-GCOA Expert Consultation
26 June 2014



G7 ICT Ministerial April 2016 Japan



Bluelinea accompagne le lancement du Cluster franco-allemand sur la #SilverEco.

#SilverRégion

#SilverEco

@Bluelinea

#ObjetsConnectés

Lancement à Metz en présence des deux Secrétaires d'Etat



Thierry CHAPUSOT (Welcoop, Pharmagest)
Albert LAUTMAN (CARSAT - Nord Est)



Elke FERNER (Secrétaire d'état - DE)
Christophe CHOSEROT (Région Lorraine)
Laurence ROSSIGNOL (Secrétaire d'Etat)



Christophe CHOSEROT (VP - Région Lorraine)
Laurence ROSSIGNOL (Secrétaire d'état - FR)
Laurent LEVASSEUR (Bluelinea)
Stéphan KREUTZER (Groupe HAGER)

For Official Use

DSTI/ICCP(2014)13

Organisation de Coopération et de Développement Économiques
Organisation for Economic Co-operation and Development

04-Jun-2014

DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY
COMMITTEE ON DIGITAL ECONOMY POLICY

English - Or. English



EXPERT CONSULTATION ON THE SILVER ECONOMY:
FACTS, CHALLENGES AND OPPORTUNITIES

Oxford, United Kingdom 26 June 2014

Briefing

July 2015



European Parliament

The silver economy Opportunities from ageing

EU Silver Economy Strategy, March 2015

2.2. Silver Economy



INTEGRATED CARE (HEALTH + SOCIAL / COMMUNITY CARE)

CONNECTED SMART HOMES (DIGITAL CARE-AT-HOME SOLUTIONS)

SILVER TOURISM (SENIOR TOURISM ENABLED BY INNOVATION)



The Silver Economy

Europe is ageing. By 2060 one in three Europeans will be over 65.

Today: The ratio of working people to the 'inactive' others is 4 to 1. By 2060 it will be 2 to 1.

Costs for care are rising sharply. If we don't change our systems for health and social care, we will not have the money and the people to guarantee a good and healthy life for all.

Active and healthy ageing offers also great opportunities. If we are prepared to change our systems for health and social care, we can benefit from those.

Today Europeans over 65 have a spending capacity of over €3,000 billion.

Ageing in good health allows us to:

- Travel
- Work for more years
- Learn new things
- Prepare our homes for living independently for the many years to come

Europe has what it takes to benefit from these new opportunities:

- A solid R&D base in European industry.
- A host of SMEs & start-ups are now developing.
- New ICT products such as care robotics.
- Health mobile applications that assist with tracking.
- Big pharma companies are developing integrated therapeutic solutions.

The Silver economy offers new highly skilled tech jobs but also the opportunity for low qualified population to reskill.

European Commission | @SilverEcoEU



Next Steps for the Silver Economy

SE Study

- Quantify and Qualify Economic Potential

Topic-specific

- 2016 Roadshow to Start Building Reference Framework for AFHs (2016)
- Age-Friendly Tourism Conference (13 September 2016)

Global

- April 2016 - G7 Ministerial (ICT) will discuss Silver Economy global opportunities

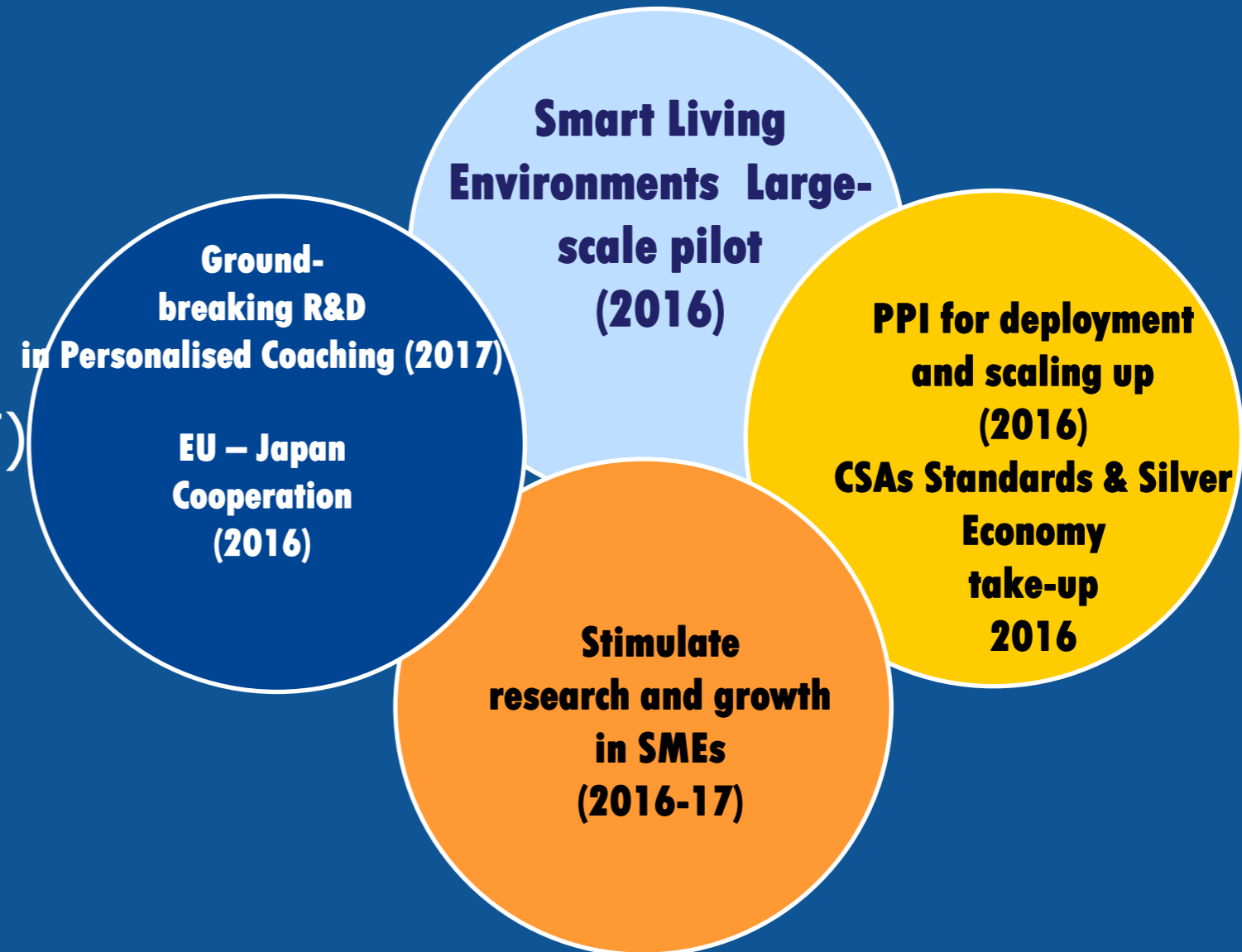
2.3. H2020 Societal Challenge 1



Health, Demographic Change & Wellbeing

Call for proposals in 2016-17

- Exploring new opportunities
- Catalyse Silver Economy
- IoT for Smart Living Environments (with ICT-LEIT)
- Scale up Innovative Care Services



2.3. H2020 Societal Challenge 1



- **AAL: €600 million from 22 EU countries + EU funding €150 million**
- **Scope AAL 2: Market-oriented ICT research in assisted living technologies & services**
- **New instruments: e.g. prizes or innovation grants**
- **More EU co-funding: Participating countries pay €225 million (indicative), EU pays up to €175 million (indicative, ~40% of total public funding)**



2.3. H2020 Societal Challenge 1



Get Involved TODAY!!!

The AAL Programme logo, consisting of the letters "AAL" in a large, bold, blue font with a yellow swoosh underneath, and the word "PROGRAMME" in a smaller, blue, sans-serif font below it.

AAL SMART AGEING PRIZE

IoT TO EMPOWER ACTIVE AGEING

A graphic on the right side of the banner featuring a blue background with a white cloud containing various IoT-related icons (e.g., smartphone, laptop, server, lightbulb, headphones, printer, house, calendar, speech bubble, musical note, location pin, mail, house, person, gear, and a person with a speech bubble). The icons are connected by white lines, suggesting a network or data flow.

3. YOUR CRITICAL ROLE



3. YOUR CRITICAL ROLE



- EIP-AHA developing metrics, tools and evidence of innovation impact at scale
- Major Opportunities for Regions & National Authorities to work with us on R&I projects – OR – Policy initiatives.
- EU strongly committed to continue supporting the active and healthy ageing agenda at NATIONAL and REGIONAL level.



THANK YOU FOR YOUR COMMITMENT

Questions or Comments:

EC-EIP-AHA@ec.europa.eu

UPCOMING EVENTS



2016 EVENTS

VP ANSIP @ ISPO Munich – Wearable Technologies for Fitness, Health & Wellbeing
(25 January)

GHO @ MIPIM Cannes
(15-18 March)

KEY ANNOUNCEMENTS

CITIZEN'S DIALOGUE AND CEO MEETING WITH VICE PRESIDENT ANDRUS ANSIP

GHO AT MIPIM (AGE-FRIENDLY SMART HOMES)

Q1

GHO @ G7 SUMMIT (Japan)
ICT Ministerial – Silver Economy
(29-20 April)

eHealth Week 2016 Amsterdam
(8-10 June)

KEY ANNOUNCEMENTS

G7 DISCUSSIONS TO BE FOLLOWED BY INTERNATIONAL DAY AT DEC. SUMMIT.

Q2

Active Assisted Living Joint Programme (AAL) FORUM 2016
St Gallen
(26-28 September 2016)

Silver Tourism workshop
Brussels (13 September 2016)

KEY ANNOUNCEMENTS

I2M INITIATIVE

Q3

European Innovation Summit on AHA and EIP on AHA Conference of Partners
(6-7-8 Dec. 2016)

KEY ANNOUNCEMENTS

PUBLICATION OF THE **BLUEPRINT**, TAKING STOCK OF WHAT WAS ACHIEVED. AWARDS TO THE REFERENCE SITES.

Q4