



## Webinar

**“Active and Healthy Ageing: sustainable health and social ecosystems, lessons learned and gaps to be filled”**

**28 April 2021**

**10.30-12.30**

*The webinar aims at identifying guidelines for active and healthy ageing, by bringing together the various aspects which describe this phenomenon: social, health and economic issues. It is necessary to adopt a holistic approach in order to tackle the demographic change, with the objective of bringing together the various dimensions that impact on this phenomenon, which affects the entire EU population, and to promote initiatives that involve each of the actors in the quadruple helix (public system, research and academia, industrial system, associations).*

### Moderator: ProMIS

- 10.30 – 10.40 **Introduction**  
ProMIS
- 10.40 – 11.00 **The Silver Economy strategy of the European Commission: which innovative solutions can be replicated to boost the sector?**  
Irina Kalderon Libal, DG CNECT, European Commission
- 11.00 – 11.20 **The WE4AHA approach for tackling the demographic change: how to impact on health and social systems by matching innovation supply and demand**  
José Usero, Funka
- 11.20 – 11.40 **The IN-4-AHA strategic priorities. Digital and organisational innovation: two key factors for regional eco-systems**  
Piret Hirv, Tallinn Science Park Tehnopol
- 11.40 – 12.00 **The multi-level national coordination project on active ageing: how to approach the topic from the social dimension**  
Alfredo Ferrante, Presidency of the Council of Ministers – Department for Family Policies  
Andrea Principi, INRCA - National Institute of Health & Science on Ageing



**PRO.M.I.S.**  
Programma Mattone Internazionale Salute

12.00 – 12.30 **Ecosystems which include social and health services: a comparison among Italian regions and assessing the maturity of models**  
Italian Reference Sites representatives