

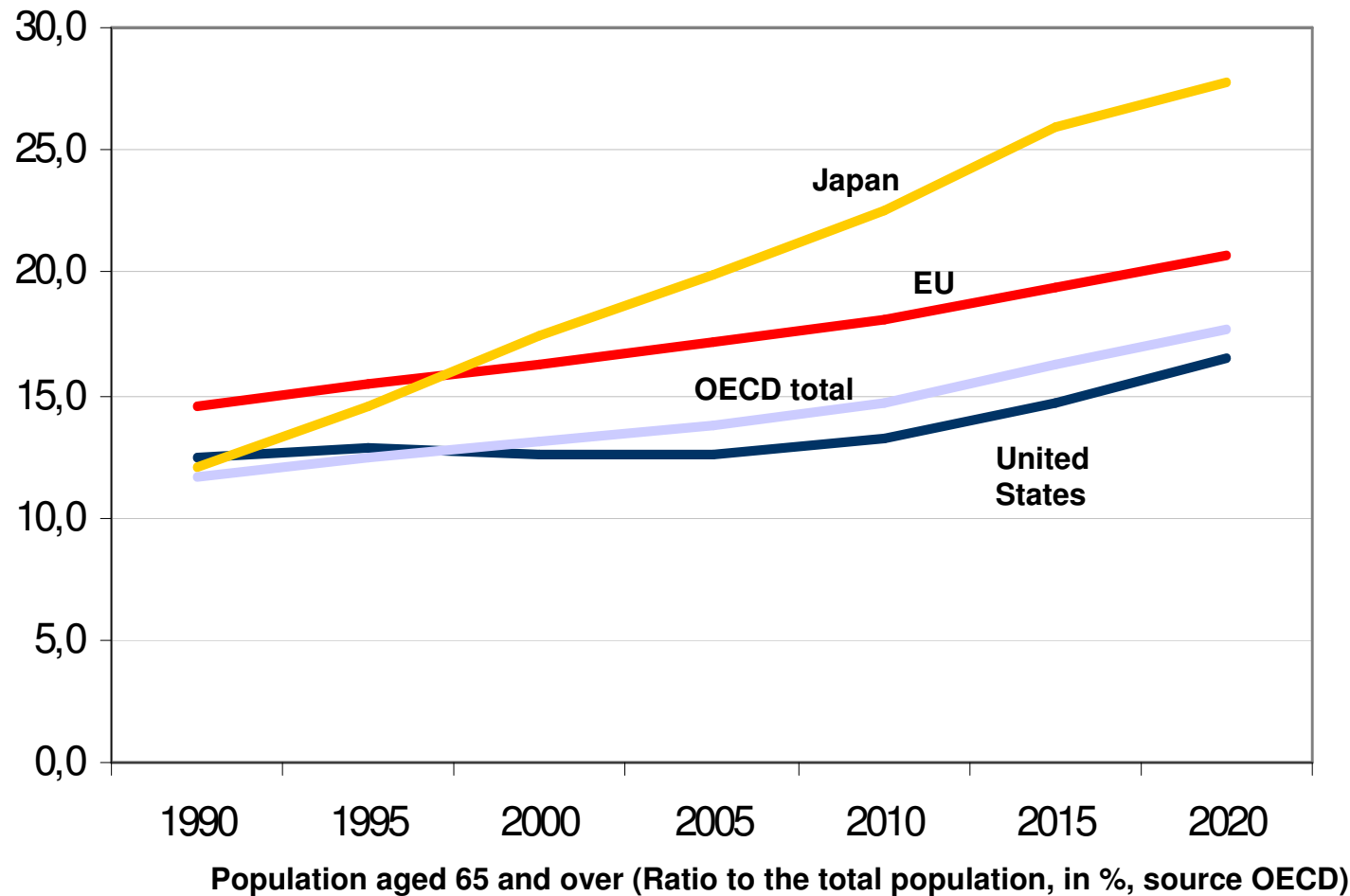
Ageing Well in the Information Society

*Paul Timmers
Head of Unit
European Commission
ICT for Inclusion*



European Commission
Information Society and Media

Across major industrial countries, populations are ageing



Population aged 65 and over (Ratio to the total population, in %, source OECD)



ICT & Ageing: Social Necessity and Economic Opportunity

- 80+ population doubles until 2050
- 60+ population will grow from 20% in 1995 to 25% in 2020
- 50+ population, 21% has severe vision/hearing/dexterity problems
- Today 4 working for 1 retired, in 2050 only 2 working for 1 retired
- Cost of pensions/health/long-term care go up by 4-8 % of GDP by 2025
- Shortfall of care staff

=== // ===

- Wealth and revenues in Europe of persons over 65 is over 3000 B€
- Smart homes market will triple between 2005 and 2020
- Early patient discharge by tele-health reducing cost by 1,5 B€ p.a. (Germany)
- Tele-care technology at home leading to empowerment of elderly and efficiency gains of 25% in the UK



ICT in support of older people...

- **At Work**
 - Staying active and productive for longer
 - Better quality of work and work-life balance
- **In the Community**
 - Overcoming isolation & loneliness
 - Keeping up social networks
 - Accessing public services
- **At Home**
 - Better quality of life for longer
 - Independence, autonomy and dignity



ICT & Ageing: Some Examples



Sector: Local Authority
Place: West Lothian Council, UK
Application: Dementia Care
http://www.tunstall.co.uk/splash/downloads/6_2_2_8dementia_care_West_Lothian.pdf



Sector: Local Authority
Place: Kent Council, UK
Application: Telecare
http://www.kent.ac.uk/chss/docs/telecare_final_report.pdf



Sector: Local Authorities
Places: Stockholm, Tierp, Hudiksvall, SE
Application: Empowered Living
http://www.hi.se/templates/Page_1786.aspx



Sector: Services
Places: UK, Spain, DE
Application: Mobile alarm system
<http://www.mobilalarm-eu.org/>



So what's in the way?

- Older people don't use the Internet and find technology challenging
 - Only 10% of people over 65 use the Internet
 - Over 20% of the 50+ are seriously challenged in hearing, vision or dexterity
 - ICT is complex and requires special skills
- Ageing needs not yet in main-stream products
 - Insufficient awareness of market opportunities and users' needs
 - Older users needs not built into new designs and technologies
 - Fragmentation of research and innovation efforts
- Legal and technological barriers
 - Legal and Ethical issues not well developed
 - Lack of interoperability makes solutions expensive & difficult for elderly users
- Fragmented Markets
 - Differing public policies and reimbursement schemes
 - Unclear business models (Who pays?)

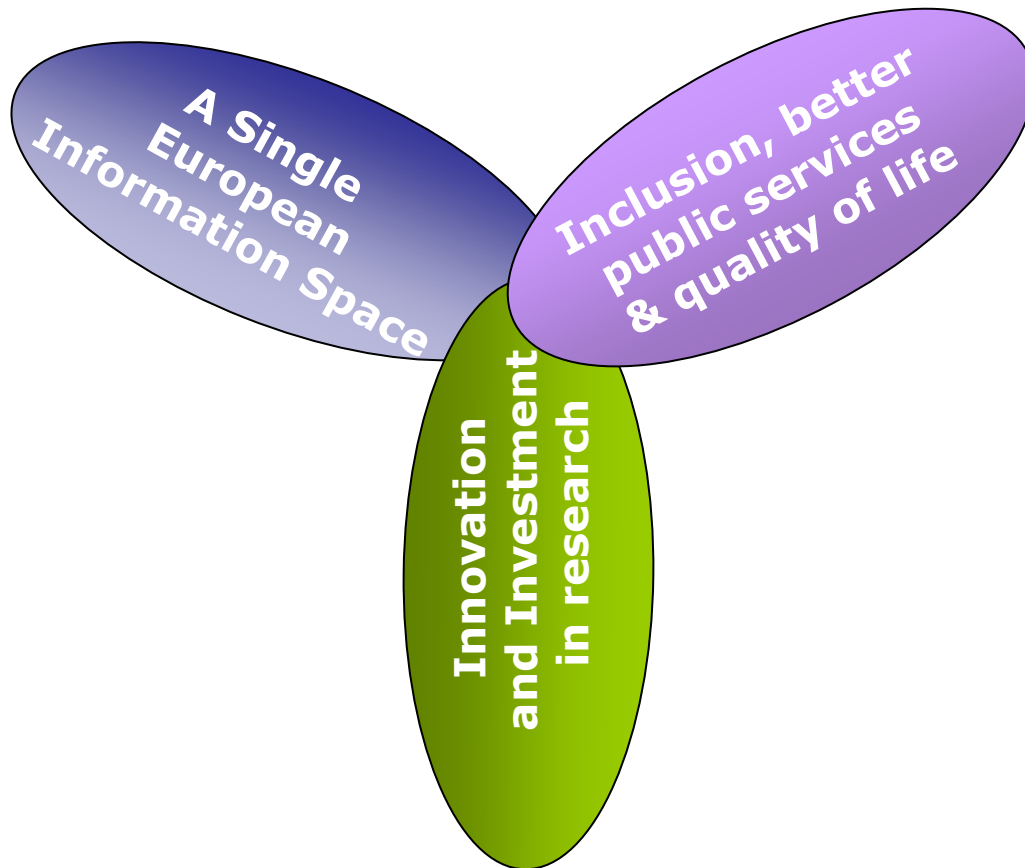


i2010 Ageing Flagship – EU Policy Context

- i2010
 - Competitiveness, Jobs and Growth
 - Third Pillar: Inclusive Society (June 2005)
- Riga Ministerial Declaration
 - on eInclusion and ageing (June 2006)
- Demographics policy
 - Communication on Demographic Future of Europe from challenge to opportunity (Oct. 2006)
- Framework Programme 7
 - AAL Joint Programme specifically identified under ICT theme (December 2006)
 - Specific R&D budget and focus on eInclusion and Ageing



e-Inclusion and ICT & ageing in i2010



- Action Plan on “Ageing Well in the Information Society”
June 2007
- Support to Ambient Assisted Living Joint R&D Programme,
June 2007
- European e-Inclusion Initiative “To be part of the information society”, Nov 2007

Action Plan – 3 wins!

- Improving the **quality of life** of elderly people, and of their relatives and carers
- Ensuring **sustainability of health and social services** in terms of financial and human resources
- Creating **new jobs and business opportunities** for European industries



Action Plan - 4 actions

2 Policy Actions

1. Raise awareness, shared understanding and common approaches
 1. Ministerial debate 2-3 December 2007 in Lisbon
 2. Innovation Platforms for Stakeholders at EU and nat. level
 3. Roadmaps on ICT for Ageing Well

2. Create the right conditions – remove barriers
 - Best practice exchange and awards
 - Address legal barriers, national reimbursement schemes
 - ICT and Ageing Ethical issues, under Slovenian Presidency
 - Interoperability



Action Plan - 4 actions

2 Funding Actions

"Covering the research and innovation value chain"

3. Prepare for the future through research and innovation
 - Framework Programme 7
 - long-term research (10 year time-to-market); technical requirements for interoperability; integration of components; new ideas
 - AAL Joint Programme
 - Coordination of National R&D; application research and system integration (2-3 year time-to-market)
4. Accelerate investment in and take-up of proven solutions
 - CIP pilot projects, large scale trials, Innovative public procurement
 - Regions for Economic Change and mobilization of Regional Funds



EU R&D and Innovation Support



FP7 ICT research

Challenge 7

- Prototypes for independent living/active ageing
- Open Systems, Reference Architectures, Home Platforms
- Support: roadmaps, standards, S/E research, Int'l cooperation

Challenge 5

- Personal health systems monitoring; point of care diagnostics
- Support actions: roadmaps, wireless use, interoperability

CIP deployment pilots

- Independent and healthy living
- chronic disease monitoring
- Daily living assistance ... integrated health/social care
- User acceptance, common specs, cost-effective, interop.

- *High visibility*
- *Overcoming fragmentation*
- *Enable scaling up, investment*
- *Value chain cooperation*
- *Regional/rural/urban renewal*

(+ pre-commercial procurement, Structural Funds) ... 12



Stepping up research through the AAL Joint Programme

- New Joint Programme between Member States on applied ICT research in Assisted Living technologies and services (2008-2013)
 - National contribution of at least €150m
 - EC contribution – IDEEAL- up to €150m
 - Cofunding by Industry and Research ~ 50%
 - Total investment >€600m
- Complements longer term research - €400m in FP7
- Linking National programmes to EU research



AAL Joint Programme – Objectives

- Foster the emergence of innovative ICT-based products, services and systems for Ageing Well
- Create/leverage critical mass of research, development and innovation at EU level
- Improve conditions for industrial exploitation, in particular SMEs



Conclusions

- Ageing well in the information society - **social necessity and economic opportunity**
- ICT has great potential for providing solutions, but **need for comprehensive policy support**
- European Action plan for “ageing well in information society” launched by the European Commission



Further Information

- EU ICT and Ageing Well Initiatives
http://ec.europa.eu/information_society/einclusion
- Ambient Assisted Living
Joint Programme
<http://www.aal-europe.eu/>
- Contact:
peter.wintlev-jensen (at) ec.europa.eu

