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Project Title: **Network for the Market uptake of ICT for Ageing Well** Project Acronym: **Ageing*Well***	Responsible partner: **INOVA+**	
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Abstract:

This document presents an analysis of the information leveraged by the **Ageing*Well*** members within the first 12 months of the network. Know-how regarding ICT and Ageing has been gathered in terms of key stakeholders, national and regional initiatives, EU funded projects and key documentation.

By the end of 2012, the **Ageing*Well*** Network has gathered information regarding:

- 257 key stakeholders;
- 24 national and regional initiatives;
- 106 EU funded projects; and
- 32 key documents.

All this data is available for consultation on the **Ageing*Well*** web portal and will be continuously updated by the members.

Revision History:

Revision	Date	Author	Organisation	Description
V.01	27/12/2012	Ana Solange Leal	INOVA+	First draft of the Deliverable

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1   Introduction

1.1   Background

The aim of the **Ageing**_Well_ Network **is to build and animate a European network focused on improving the quality of life of older persons by promoting the market uptake of ICT solutions for Ageing well.**

To achieve its aim, the following five **main objectives** of the **Ageing**_Well_ project are:

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;

- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;

- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study on options for future structure and implementation of EU innovation funding;

- **Promote** the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;

- **Raise awareness** within the European community of ICT & Ageing stakeholders through soft measures (web-based communication), and hard measures (organization of 3 international events and 11 national events).

1.2   Summary

This document presents an analysis of the information leveraged by the **Ageing**_Well_ members within the first 12 months of the network. Know-how regarding ICT and Ageing has been gathered in terms of key stakeholders, national and regional initiatives, EU funded projects and key documentation. By the end of 2012, the **Ageing**_Well_ Network has gathered information regarding:

- 257 key stakeholders;

- 24 national and regional initiatives;

- 106 EU funded projects; and

- 32 key documents.

2 Analysis of Identified Key Stakeholders

Stakeholders of the **Ageing***Well* Network include innovative ICT SMEs offering solutions for Ageing sector, venture capital firms, business angels, public authorities, among others. In total, 257 stakeholders have been identified by the founding members of the **Ageing***Well* network in the first year of the project implementation[1].

The members of the **Ageing***Well* network decided to divide the stakeholders on the following categories: ICT SME & Industry; Investor; Public Authority; End-users organisation; and Other organisation (Universities, Research Centers, R&D institutions, Insurance companies, etc). When analyzing the identified organizations by category (Figure 1), it is possible to observe that the majority of the identified stakeholders are within the categories "Other organizations" (32%) and "ICT SME / Industry" (23%).
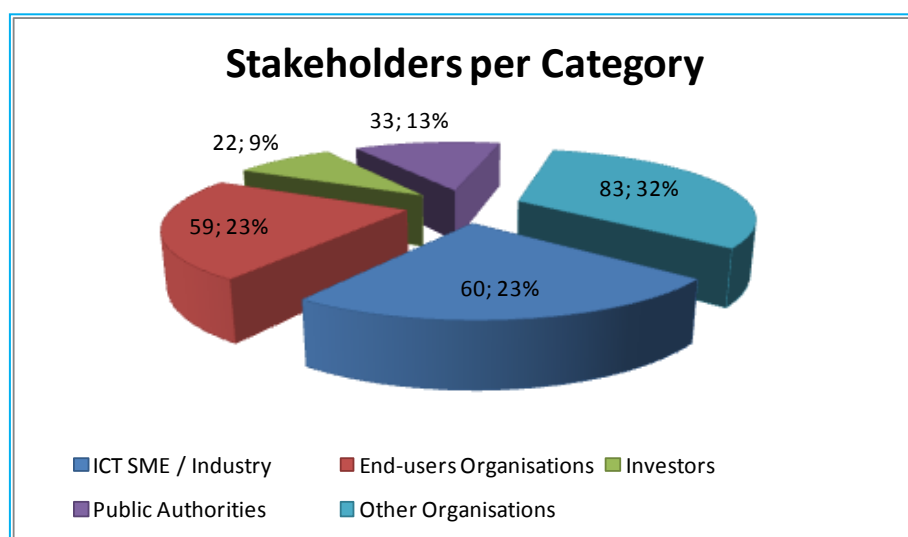

Figure 1 – Stakeholders per Category

Concerning geographical dispersion, stakeholders were identified in 27 countries within Europe and also other countries. As illustrated in Figure 2, the majority of stakeholders identified at this stage are located in Spain (17%), Portugal (13%) and Cyprus (10%).

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[1] The entire list of stakeholders can be consulted in D2.2 - Identification of Key Stakeholders at Regional, National, European and Global Level available in the **Ageing***Well* web portal, under Public Results.
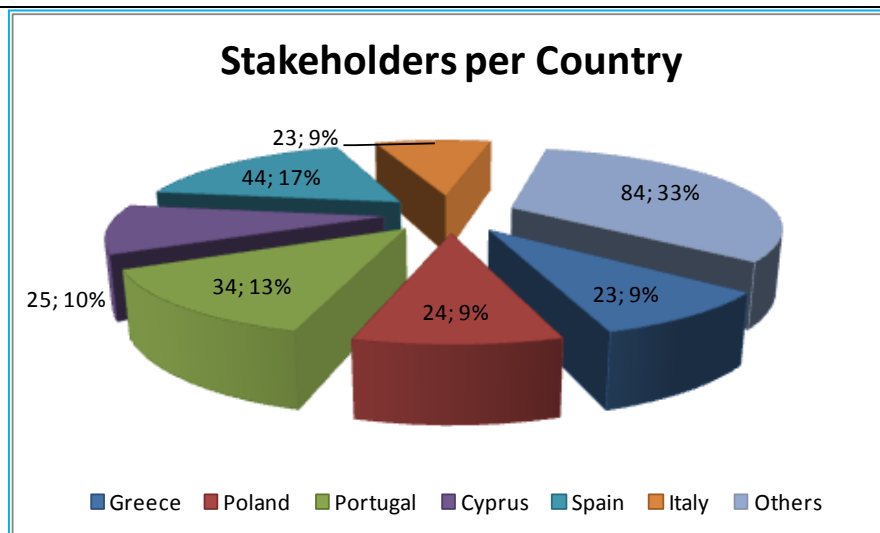
Figure 2 – Stakeholders per Country

Members will keep on identifying stakeholders in the ICT & Ageing sectors during the project lifetime, and therefore the list presented in this document will be updated continuously.

3   Analysis of National and Regional Initiatives

Various EU member states are developing local strategies to face the Ageing Societal challenges. The identification of these initiatives is relevant to the **Ageing***Well* Network as highlights the priorities of each region and the specific aspects of those challenges that are being tackle. Furthermore, they provide insights on opportunities for promoting new initiatives, but also for developing new solutions to the identified priorities. It has to be stressed that some of the identified strategies adopted ICT for carrying out their activities and reaching the target groups.

Members of the **Ageing***Well* Network have identified, in the first year of the project, 24 local initiatives promoted by different actors and in various EU countries. Table 1 present a short description of those initiatives:

Table 1 – National and Regional Initiatives

	Designation	Country / Promoter	Description
1	Aconchego	Portugal / Porto Social Foundation	Aconchego is directed to seniors over 60, living alone or with a spouse in the city of Porto with room in their residence to accommodate a student; and college students, aged between 18 and 35, resident in Porto who are willing to commit to monitoring and improving the quality of life of seniors. This intergenerational programme aims to support seniors in promoting their welfare, tackle loneliness and isolation, while at the same time providing students with a home at low cost, either free of charge or with a symbolic fee to share the costs of water and energy.
2	Age Action Alliance	United Kingdom / Beth Johnson Foundation	The Age Action Alliance is a partnership of organisations from civil society and the public and private sectors, which celebrates the lives of older people and their contribution to society. It works together and uses its diverse skills to particularly improve the lives of the most disadvantaged older people and prevent deprivation in later life.
3	Ageing Well group on the Knowledge Hub	United Kingdom / Local Government Association	The Knowledge Hub is an initiative developed by the UK Local Government Association to provide tools to help people connecting, sharing and learning from each other. The platform uses social networking models to enable individuals to create connections to peers and experts in their fields of interest, helping them share learning, experiences and ideas, and drive sector self-regulation and improvement and innovation. There is a specific group devoted to Ageing Well which intends to support councils and their partners to prepare for the ageing population.
4	Ageing Well Network - Making Ireland the Best Place to Grow Old	Ireland / Independent group of leaders, heads of organisations and strategic thinkers	The mission of the network is two-fold: 1) To reframe the agenda on ageing – by extending the focus beyond health, care and pension provision to also address the significant opportunities of a rapidly ageing global population: and 2) to act as a catalyst and support for better long-term planning and greater collaboration among agencies involved in policy development and service provision across the public, private and

	Designation	Country / Promoter	Description
			voluntary sectors.
5	Agile Entrepreneurship - The Online Social Platform for 55+	Spain / SECOT - Spanish Seniors for Technical Cooperation	Agile Entrepreneurship is a platform with links to services of interest for senior citizens and a brief introduction to other internet platforms. Any registered user may access the contents of the website, participate actively in any proposed initiative and benefit of the range of services and information that is available in the platform. At present, a number of initiatives are already active in the platform, on subjects ranging from photography to literature, navigation and coaching to wine and blogging.
6	Alékso - Senior Call Operator Initiative	Italy / Target Srl	The Alékso call center is manned by people over 60 offering teleconsultation, counseling and support, as well as information on related events and services. The main objective of the Senior Call Operator Initiative is to promote opportunities for active ageing seniors as call operators and offer them training in the spheres of tele-work and IT services, enabling them to become autonomous in these fields and provide support for those in need.
7	CLIC - Centre Local d'Information et de Coordination	France / Ministry of Health and Solidarity	This is a French initiative promoted by the government and acts as a proximity service for elders and their care givers. Besides ensuring proximity, these structures facilitate the networking between professionals including occupational health, home support and habitat management. Information is available by region and it has a search mechanism to ease the access to the required information.
8	ESF Age Network	Public authorities from 14 EU-member states and regions	The aim of the ESF Age Network is to make the use of European Social Funds and other investments in employment programmes and projects more effective, meeting the challenges of demographic ageing in the labour markets. In this network, Ministries and the ESF Managing Authorities of nine Member States and six regions learn from each other about the development and delivery of effective age management programmes.
9	European Map of Intergenerational Learning (EMIL)	United Kingdom / Beth Johnson Foundation	EMIL is a pan-European network linking 25 countries to promote the exchange of learning and ideas on intergenerational learning and practice. The project maintains a dedicated website and produces newsletters and virtual discussion groups.
10	Federal Plan for Seniors (Bundesplan für Seniorinnen und Senioren)	Austria / Federal Ministry of Labour, Social Affairs and Consumer Protection	The Federal Plan for Seniors is a strategic document on the social integration and the enhancement of quality of life of senior citizens in Austria. This policy focuses on people and their abilities and resources and includes the following measures: 1) Promoting and ensuring opportunities for older people to participate in social, political, economic and cultural life; 2) Promoting lifelong learning in order to help people to deal with constantly changing circumstances, requirements and challenges; 3)Promoting active ageing: education, social security, medical advances and a functioning health care system for all.
11	Healthy Ageing Alliance	Germany / Ministry of Environment,	The Healthy Ageing Alliance (Bündnis Gesund Älter werden) was founded in March 2012, bringing together partners who commit to work together to improve the conditions for healthy ageing in

	Designation	Country / Promoter	Description
		Health and Consumer Protection - Brandenburg	the German state. Key players in the field of health, social issues and age participate in this initiative, aiming to combine and expand the already existing wide range of activities in the field of health promotion and disease prevention in older people.
12	Healthy Ageing Network Northern Netherlands	Netherlands / The Northern Netherlands Provinces	The Healthy Ageing Network Northern Netherlands (HANNN) is the knowledge and development cluster in the field of healthy ageing. HANNN stimulates the economic development of the Northern Netherlands through connecting knowledge institutions, companies, and government in the fields of diseases and health.
13	Manchester's Generations Together Programme 2009-2011	United Kingdom / Manchester City Council	This Programme involved 13 connected Intergenerational projects and aims at: 1) breaking down barriers between younger people, older people and the wider community; 2) helping younger and older people to come together, develop new skills and to improve their local area; and 3) increasing the numbers of younger and older people who volunteer. Within the activities carried out by the Programme there was a an Intergenerational Practice Toolkit: Creating Connections, Breaking Down Barriers.
14	National Plan for Ageing Well (2007-2009)	France / Ministry of Social Affairs and Health	The National Plan for Ageing Well was an initiative which aimed establishing the foundations for successful ageing by promoting adapted preventive actions, which were divided into 9 axes. The main result from this initiative was the creation of the "Bien vieillir - Vivre Ensemble" label which is given to cities that establish successful preventive actions.
15	Pilot European Innovation Partnership on Active and Healthy Ageing	European Commission	The pilot European Innovation Partnership on Active and Healthy Ageing will pursue a triple win for Europe: 1) enabling EU citizens to lead healthy, active and independent lives while ageing; 2) improving the sustainability and efficiency of social and health care systems; and 3) boosting and improving the competitiveness of the markets for innovative products and services, responding to the ageing challenge at both EU and global level, thus creating new opportunities for businesses.
16	Plan Alzheimer 2008-2012	France / Presidency of French Republic	This Plan aims at supporting research, promoting earlier diagnosis and better care for Alzheimer patients. The Plan consists of 44 measures grouped under three axes (better quality of life for diseases, promotion of research, awareness).
17	Portal Mayores	Spain / IMSERMO	Portal Mayores is a web site about older persons, specialising in Geriatrics and Gerontology, which was created in 2001 as a result of a collaboration agreement between the IMSERSO - Institute of Older Persons and Social Services (*Instituto de Mayores y Servicios Sociales*) and the CSIC - Spanish Scientific Research Council and developed in the CCHS - Human and Social Sciences Centre, to set-up and develop a senior citizens' information system on the Internet.
18	Reshaping Care for Older People	United Kingdom / Ministerial Strategic Group for Health and Community Care	The Reshaping Care for Older People Programme provides a long term and strategic approach for future care for older people in Scotland. This strategy needs to be built on a strong and enduring consensus across all sectors and interests. Within the Programme there are three core themes: Care Settings, Complex

	Designation	Country / Promoter	Description
		of Scotland	Care, Community Capacity, with two supporting themes: Workforce and Finance and Analysis. Within this Programme, the Care for Older People portal has been created and it provides information, resources and education for health and social care staff who support older people in Scotland.
19	Rethink Age - Gain Future	Germany / Hessian Ministry of Social Affairs	"Rethink Age - Gain Future" is a social policy especially for senior citizens. This initiative includes series of discussion panels in which associations, organizations and institutions from the social and economic sector discuss the current situation of the elderly and focus on future challenges which the state has to face due to the demographic change. These discussions have resulted in an "Action Plan 2012/2013", which presents the projects and policies of the state government as part of the "Senior Policy Initiative".
20	SEKO - Senior Control	Latvia / Riga Active Seniors Alliance	SEKO involves elderly qualified specialists in various professions who provide free consultations to enterprises and associations. Senior volunteers participating in this initiative offer their knowledge on areas such as family law, health promotion, lifelong learning provision, senior financial rights advocacy, senior employment promotion and welfare policies.
21	Social Inclusion Regional Group (SIRG)	Netherlands / The Liaison Agency Flanders-Europe	SIRG is a structure for positive interaction between local and regional stakeholders and the European institutions on the issue of active ageing. Likewise, the SIRG is to provide a structure for analysis and exchanges of best practice focused on the local and regional governance levels. The fields of action for 2012 SIRG are independent living, health and prevention, social innovation and care, and active contribution and social inclusion.
22	Technology for Elderly	Sweden / Swedish Institute of Assistive Technology	Technology for Elderly is a programme launched in 2007 to increase the development of products and services that can assist senior citizens and their relatives in everyday life. The objective is to test and develop new technology for elderly in their homes. The programme has supported over than 100 projects, submitted by companies, organisations and local government authorities, focused into three fields: Informal caregivers, Housing and Information about and accessibility to good products.
23	Teletask Info Service	Bulgaria / Pia Mater Foundation	Teletask Info service aims to answer common problems faced when delivering in-home care services to elderly people, such as how to guarantee that the care is delivered according to the service plan; or how to keep family members informed when they live in another city or country. Teletask Info was developed to provide high quality care services for senior citizens.
24	Valuing Older People (VOP)	United Kingdom / Manchester City Council, NHS Manchester and a community and voluntary organisations	The Valuing Older People partnership is an initiative to improve life for older people in Manchester involving a number of different services, organisations, agencies and most importantly, older Manchester residents. VOP produces an electronic bulletin each month which features articles on national and local news, events and developments that relate to older people. This partnership has also elaborated the strategy "Manchester: A

Designation	Country / Promoter	Description
		Great Place to Grow Older 2010-2020" presenting a vision of Manchester as a place where older people are more empowered, healthy and happy.

4   Analysis of Identified Funded Projects

The identification of European funded projects devoted to the development of ICT solutions for Health applications and the promotion of Ageing well allows interest stakeholders to be aware of what is being studied and developed within these areas, as well as which actors are involved in those projects. By the end of the first year of the **Ageing**_Well_ network, members have identified 106 projects[2] funded by different programmes as illustrated in Figure 3.
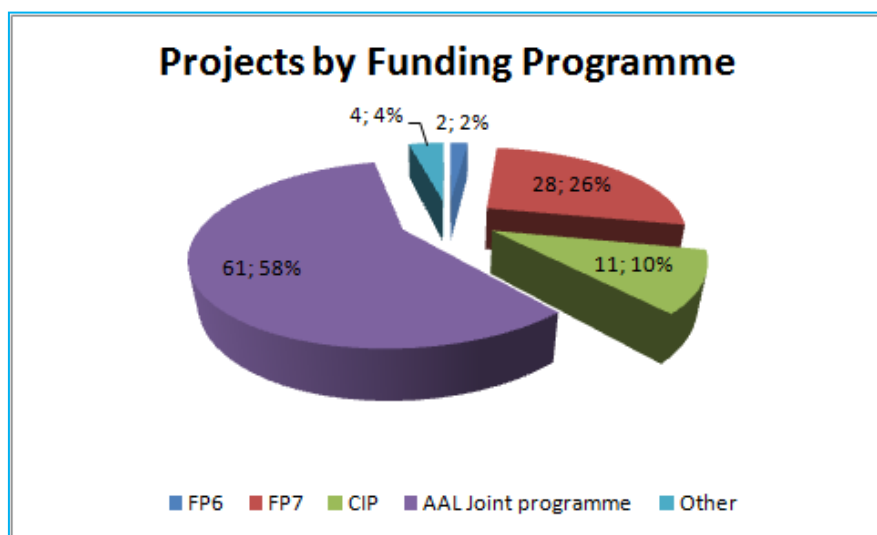

Figure 3 – Projects by Funding Programme

It is possible to observe that the majority of the identified projects are funded by the AAL Joint Programme (58%), as this programme aims at creating better condition of life for the older adults and to strengthen the industrial opportunities in Europe through the use of ICT, and the identification of funded projects focused on those initiatives addressing both ICT and Ageing. In addition, the database also includes many projects funded by the FP7 (26%), namely Cooperation projects promoted under the ICT topic.

This database will be regularly updated in order to include the new projects supported by EU funding programmes and to allow the **Ageing**_Well_ Network stakeholders to be aware of them.

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[2] The database of projects can be consulted, by registered users, in the Knowledge Center available in the **Ageing**_Well_ web portal.

5   Analysis of Key Documentation

The **Ageing***Well* Network provides also access to key documentation in the fields of ICT and Ageing to its members and stakeholders, including reports, policies, studies, etc[3]. In the initial twelve months of the network, members selected 32 documents focusing on relevant topics address by the network and that can be of interest for stakeholders engaged in ICT and Ageing areas. Next, the list of the documents collected is presented:

- Accelerating the Development of the eHealth Market in Europe. eHealth Taskforce Report, European Commission, DG Information Society and Media, 2007

- Active Ageing and the Potential of ICT for Learning, European Commission, Joint Research Centre, Institute for Prospective Technological Studies (2008)

- Ambient Assisted Living Joint Programme Catalogue of Projects 2012

- Ambient Assisted Living Joint Programme Catalogue of Projects Autumn 2011

- Business Models for eHealth: Final Report, European Commission DGINFSO ICT for Health, 2010

- Commission's Ageing Communication: "A Renewed Strategy for Tackling Europe's Demographic Challenge" (2009), http://ec.europa.eu/economy_finance/thematic_articles/article14761_en.htm

- Commission's Recommendation on the research joint programming initiative 'More years, better lives — the potential and challenges of demographic change'(2011)

- eHealth in Action - Good Practice in European Countries.Good eHealth Report, European Commission, DG Information Society and Media, January 2009

- E-health Standards and Interoperability, ITU-T Technology Watch Report, April 2012

- EU eHealth Interoperability Roadmap, Document produced by the CALLIOPE Network, December 2010

- European countries on their journey towards national eHealth infrastructures, eHealth Strategies Report, 2011 | Individual reports on eHealth developments in all countries covered can be found at www.ehealth-strategies.eu/database/database.html

- European Directory of Health Apps 2012-2013. A Review by Patient Groups and Empowered Consumers, Published by Patient View, 2012

- European Mobile Industry Observatory 2011, GSMA London Office, November 2011

- Health at a Glance: Europe 2010, OECD, 2010

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[3] Key documentation can be consulted, by registered users, in the Knowledge Center available in the **Ageing***Well* web portal.

- ICT & Ageing - European Study on Users, Markets and Technologies, Report prepared by empirica and WRC on behalf of the European Commission, Directorate General for Information Society and Media (2010)

- ICT 2020, Research for Innovation, German Federal Ministry of Education and Research, 2007

- ICT enabled independent living for elderly: A status-quo analysis on products and the research landscape in the field of Ambient Assisted Living (AAL) in EU-27, Institute for Innovation and Technology (iit) as part of VDI/VDE Innovation + Technik GmbH, 2010

- ICT for Societal Challenges, European Commission, DG Communications Networks, Content and Technology, 2012

- Interoperable eHealth is Worth it. Securing Benefits from Electronic Health Records and ePrescribing, European Commission, DG Information Society and Media, Study Report 2010

- Overview of the European strategy in ICT for Ageing Well. e-Inclusion, October 2010

- Redesigning health in Europe for 2020, eHealth Task Force Report. Publications Office of the European Union, 2012, http://ec.europa.eu/information_society/activities/health/docs/policy/taskforce/redesigning_health-eu-for2020-ehtf-report2012.pdf

- Report of the Session "ICT for Active and Healthy Ageing", ICT Competitiveness Week, DG CONNECT, 17-20 September 2012

- Strategic Implementation Plan for the European Innovation Partnership on Active and Healthy Ageing, Steering Group Working Document. Final Text Adopted by the Steering Group on 7/11/11

- Synthesis report on the public consultation on the European Innovation Partnership on Active and Healthy Ageing, European Commission, DG Health and Consumers and DG Information Society and Media

- Telemedicine for the benefit of patients, healthcare systems and society, European Commission, DG Information Society and Media, Commission Staff Working Paper, SEC(2009)943 final

- Telemedicine: opportunities and developments in Member States: report on the second global survey on eHealth 2009. WHO, Global Observatory for eHealth series - Volume 2, 2010

- The 2009 Ageing Report: Economic and budgetary projections for the EU-27 Member States (2008-2060),European Commission, DG Economic and Financial Affairs, 2009, http://ec.europa.eu/economy_finance/publications/publication14992_en.pdf

- The 2012 Ageing Report: Underlying Assumptions and Projection Methodologies, European Commission, DG Economic and Financial Affairs, 2011

- The EU Contribution to Active Ageing and Solidarity between Generations, European Commission, Directorate-General for Employment, Social Affairs and Inclusion, 2012

- The Future of Ageing Research in Europe: A Road Map, Document produced by the FuturAge Project, October 2011

- The Telemedicine Challenge in Europe, The European Files, June-July 2010 - nº 20

- Understanding and improving transitions of older people: a user and carer centred approach, National Institute for Health Research, Service Delivery and Organisation Programme, 2012