

 <p>Project Title: <b>Network for the Market uptake of ICT for Ageing Well</b></p> <p>Project Acronym: <b>AgeingWell</b></p> <p>Grant Agreement no. 297298</p>	Deliverable reference number: <b>D4.4</b>	Date: 17/12/2012
<p>Project co-funded by the European Commission within the ICT Policy Support Programme</p>  	Deliverable title:  <b>Individual Report on National Event</b>	Responsible partner:  INVENT
<p>Abstract:</p> <p>The following document describes the Invent participation to the national event held in France to promote and disseminate AgeingWell project activities and results. Invent participated to the Autonomic Expo in Marseille, in the South of France. Autonomic Expo is one of the most important national events dedicated to the autonomy of ageing and disabled people.</p> <p>The event was held in December 6<sup>th</sup> and 7<sup>th</sup>. In addition to professional stands (more than 200), several conferences dealing with issues related to the autonomy of disabled and ageing persons was organised. Invent participated to the event by visiting and contacting professionals exposing in the event and by participating to the conference 'New technologies, Accessibility and handicap' organised the second day of the event.</p>	Editors: Antonio Zangrilli Ikbel TLILI	Validated by:  All partners
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**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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

## Table of Contents

List of Figures..... iv

List of Tables..... iv

1 *Introduction* .....5

    1.1 Background .....5

    1.2 Summary .....5

2 *Summary of the event* .....6

    2.1 Introduction .....6

    2.2 Progress of the Event .....6

    2.3 Conclusions .....9

Annex 1 - Registration Badge .....10

### List of Figures

Figure 1 Logo of the event.....6  
Figure 2 Photo of the conference.....8

### List of Tables

Table 1 – Contacted Persons .....7

## 1 Introduction

### 1.1 Background

The aim of the **AgeingWell** Network is to build and animate a European network focused on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing Well.

To achieve its aim, the following five **main objectives** of the **AgeingWell** 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 a web-based communication, and the organization of 3 international events and 11 national events.

### 1.2 Summary

The following document describes Invent participation to a national event held in France to promote and disseminate **AgeingWell** project activities and results. Invent expert participated to Autonomic Expo in Marseille, in the south of France. Autonomic Expo is one of the most important national events dedicated to the autonomy of ageing and disabled people.

The event was held in December 6<sup>th</sup> and 7<sup>th</sup>. In addition to professional stands (more than 200), several conferences dealing with issues related to the autonomy of disabled and ageing persons was organised. Invent participated to the event by visiting and contacting professionals exposing in the event and by participating to the conference '**New technologies, Accessibility and Handicap**' organised the second day of the event.

In this report, the activities carried out during the event are described and the list of persons / institutions encountered is listed.

## 2 Summary of the event

### 2.1 Introduction

Autonomic Expo is one of the most important events focusing on solutions facing the issues encountered by disabled and ageing people in their lives. It aims to present to professionals and large public the latest technologies and solutions that promote a better autonomy and quality of life to disabled and ageing people. The objective of the event is to bring together professionals and stakeholders in the field of autonomy and people disability.



Figure 1 Logo of the event

### 2.2 Progress of the Event

The activities carried out during Autonomic Expo were divided into two main categories:

- Contact with exhibitors;
- Participation to the conference: *New technologies, accessibility and handicap.*

#### Contact with exhibitors

The main objective was to contact a maximum number of exhibitors in the event in order to:

- Promote **AgeingWell** project and its objectives
- Distribute the project brochure
- Pave the way for further collaboration in the future

The exhibition was divided into 6 categories:

- accessibility
- materials and adapted services
- sensorial
- adapted vehicles

- employment and insertion
- tourism and culture

Only the categories **accessibility, sensorial and material and adapted services** were interesting for **AgeingWell** project. Regarding this, the focus was on contacting the highest numbers of exhibitors in these categories. The following table gives a list of the contacted persons.

Table 1 – Contacted Persons

Company	Name	Domain
Alzariane	Marion Flohr	Alzariane develops and markets a solution for anyone suffering from short term memory and disorientation
AMR CONCEPT	Guillaume BEYENS	Ergonomic kitchen for ageing people
CREEDAT-CICAT		inform persons elderly and their families, health professionals, including occupational therapists, on technical aids in the broadest sense: all products to compensate for their difficulties
LABORATOIRE D'ACCESSIBILITE & D'AUTONOMIE	Thierry DARBON	Technical studies on Accessibility and compensation for the autonomy of ageing people
Invacare	Nathalie Fahed	Supplier of medical products helping ageing people staying home.
FRANCE TELECOM	Severine Pialat	National telecommunication company, which works with SMEs to develop dedicated solutions for elderly and disabled
Fédération d'établissements hospitaliers et d'aide à la personne (FEHAP)	Adeline LEBERCHE	FEHAP accompanies more than 3700 establishments managed by 1600 organizations dealing with social and medical issues (associations, foundations, congregations, mutual and pension funds and supplementary pension)
Conseil General des Bouches du Rhone		The Region of Marseille, which implements policies dedicated to elderly people

#### **Participation to the conference: *New technologies, accessibility and handicap***

The conference was presented by M. Serge Dahan, an expert specialized in accessibility of disabled and elderly people. The conference was focused on how new technologies, especially ICT, could be used to help disabled and elderly people be more autonomous and continue to live at home by performing routine tasks without external assistance. Regarding elderly persons, the speaker emphasize the fact that people in society are more and more elder and alone and this fact will put pressure to the present health systems in terms of rising costs. Therefore ICT technologies may be a

solution for disable people to have a better life and more autonomy and this is a crucial point in France and Europe

About 30 people, professionals, associations and large public participate to the conference. By the end, Q & A session was open and it was an **occasion to give to the present public an overview of the AgeingWell project and objectives.**

By the end of the session, one to one meetings were carried out with the following persons:

- Christophe Clément, a project leader, he was very interested by the opportunities offered by the AgeingWell project;
- Catherine Pauvret, Chambre of Commerce of Marseille;
- Philippe Rosado, International Promotion of Internet.

The meeting was very useful to discuss with these persons the **AgeingWell** project objectives and its activities along the project duration. A strong interest was collected by them and a preliminary strategy on how to better support the project action in further French events was discussed.

The **AgeingWell** project exploitation have been also carried out by distributing the project brochures to the whole participants to the conference.



Figure 2 Photo of the conference

## 2.3 Conclusions

Despite that 2012 session of Autonomic Expo Mediterranée was more focused on disabled people rather than elderly, interesting contacts were carried out and the **AgeingWell** project objectives were well disseminated among encountered professionals.

People that we met during the event show a particular interest for **AgeingWell** project. Their main comments were :

- **AgeingWell** is a good mean of networking promotion at European level among experts in ICT solutions for disabled people that will/could play a relevant role to provide a better quality of life to disabled people;
- Initiatives are still at local level when there is a need for scaling at European level in order to bring in common and/or share different practices and/or technologies;
- Projects in the fields of autonomy require in general high amounts of investments and public authorities should focus on this issue in order to promote innovation in this domain;
- Tools and documents in the project platform will definitely reinforce European cooperation in this domain.

## Annex 1 - Registration Badge

### Nos partenaires



Salon  
**autonomic**  
**Méditerranée**  
6/7 décembre 2012  
MARSEILLE - Parc Chanot - Hall 1

La référence des acteurs du handicap, de la dépendance et de l'accessibilité

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INVENT SRL

WB4312621647

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à coller sur le badge