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 	<p>Title:</p> <p><b>Individual Report on National Event</b></p>	
	<p>Responsible partner:</p> <p><b>Euroconsultants S.A.</b></p>	
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<p><b>Abstract:</b></p> <p>This report describes the 11<sup>th</sup> National Event carried out under the <b>AgeingWell</b> Network. The event was organized by Euroconsultants S.A., with the support of the partners OPTIMUS (Portugal) and Asociación Parkinson Madrid (Spain). It was organised as workshop and networking session featuring the theme “ICT for Smart and Personalised Inclusion”. The event took place in Thessaloniki on the 9<sup>th</sup> of October 2014 at Euroconsultants S.A. premises.</p>	<p>Validated by:</p> <p>All partners</p>	
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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This deliverable contains original unpublished work except where clearly indicated otherwise.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

1	Introduction.....	4
1.1	Background .....	4
1.2	Summary .....	4
2	Agenda.....	5
3	Summary of the event.....	6
3.1	Introduction .....	6
3.2	Progress of the Event.....	7
3.3	Conclusions of the Event.....	9
3.4	Feedback from Stakeholders .....	9
4	List of Participants .....	11
5	Photos.....	12

## 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:

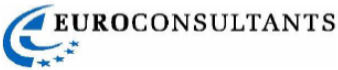

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;
- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;
- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study 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 web-based communication, and the organization of 3 international events and 11 national events.

### 1.2 Summary

This report describes the 11<sup>th</sup> National Event carried out under the **AgeingWell** Network. The event was organized by Euroconsultants S.A., with the support of the partners NOS (Portugal) and Asociación Parkinson Madrid (Spain). It was organised as workshop and networking session featuring the theme “ICT for Smart and Personalised Inclusion”. The event took place in Thessaloniki on the 9<sup>th</sup> of October 2014 at Euroconsultants S.A. premises.

In this report, the agenda of the event is presented, the discussions and conclusions of the event described and the list of participants included.

## 2 Agenda





# “ICT for Smart and Personalised Inclusion”


**Thursday 9<sup>th</sup> October 2014, Thessaloniki, Greece**

[Euroconsultants S.A.](#)  
[21 Antoni Tritsi Str., Pilea, Thessaloniki](#)

Time	Topic / Speakers
16h00	Welcome and opening of the session, <i>Nikos Giannoulidis, <a href="#">Euroconsultants S.A.</a>, EL</i>
16h10	<b>AgeingWell Network Presentation: Bridging ICT &amp; Ageing Stakeholders and Sharing Good Practices</b> – <i>Ana Solange Leal (<a href="#">INOVA+</a>, PT)</i>
16h20	<b>ICT for Smart and Personalised Inclusion</b> <ul style="list-style-type: none"> <li>- “Social inclusion of older adults in our contemporary digitalized society”, <i>George Pavlidis (<a href="#">50+ Hellas</a>, EL)</i></li> <li>- “E-health and Assisted Living seen through an operator’s lens” – <i>Gabriel Antunes (<a href="#">OPTIMUS</a>, PT)</i></li> <li>- “User Experience in Ana Aslan Institute”, <i>Luiza Spiru, (<a href="#">Ana Aslan International Foundation</a>, RO)</i></li> <li>- “Building an active and healthy aging ecosystem based on evidence: the LLMcare approach”, <i>Professor Panagiotis Bamidis (<a href="#">Medical Physics Laboratory, School of Medicine, Aristotle University of Thessaloniki</a>, EL)</i></li> <li>- “Eennois- Intelligent system for the prognosis, diagnosis, monitoring and empowerment of patients with cognitive disorders”, <i>Dr. Konstantinos Votis, (<a href="#">Information Technologies Institute, Centre of Research &amp; Technology</a> – Hellas, EL)</i></li> <li>- “Applying Raspberry pi and open- source software in Elderly Social Care”, <i>Kostis Kaggelides (<a href="#">Gnomon Informatics</a>, EL)</i></li> <li>- “DaleMov: cognitive stimulation interactive solutions for people affected by Parkinson’s”, <i>Laura Carrasco (<a href="#">Asociación Parkinson Madrid</a>, ES)</i></li> </ul>
18h30	Q&A / Final remarks
19h00	Closure of the session



The AgeingWell Thematic Network (Grant Agreement no. 297298) is co-funded by the European Commission, Information Society and Media Directorate-general, under the ICT Policy Support Programme (ICT PSP)

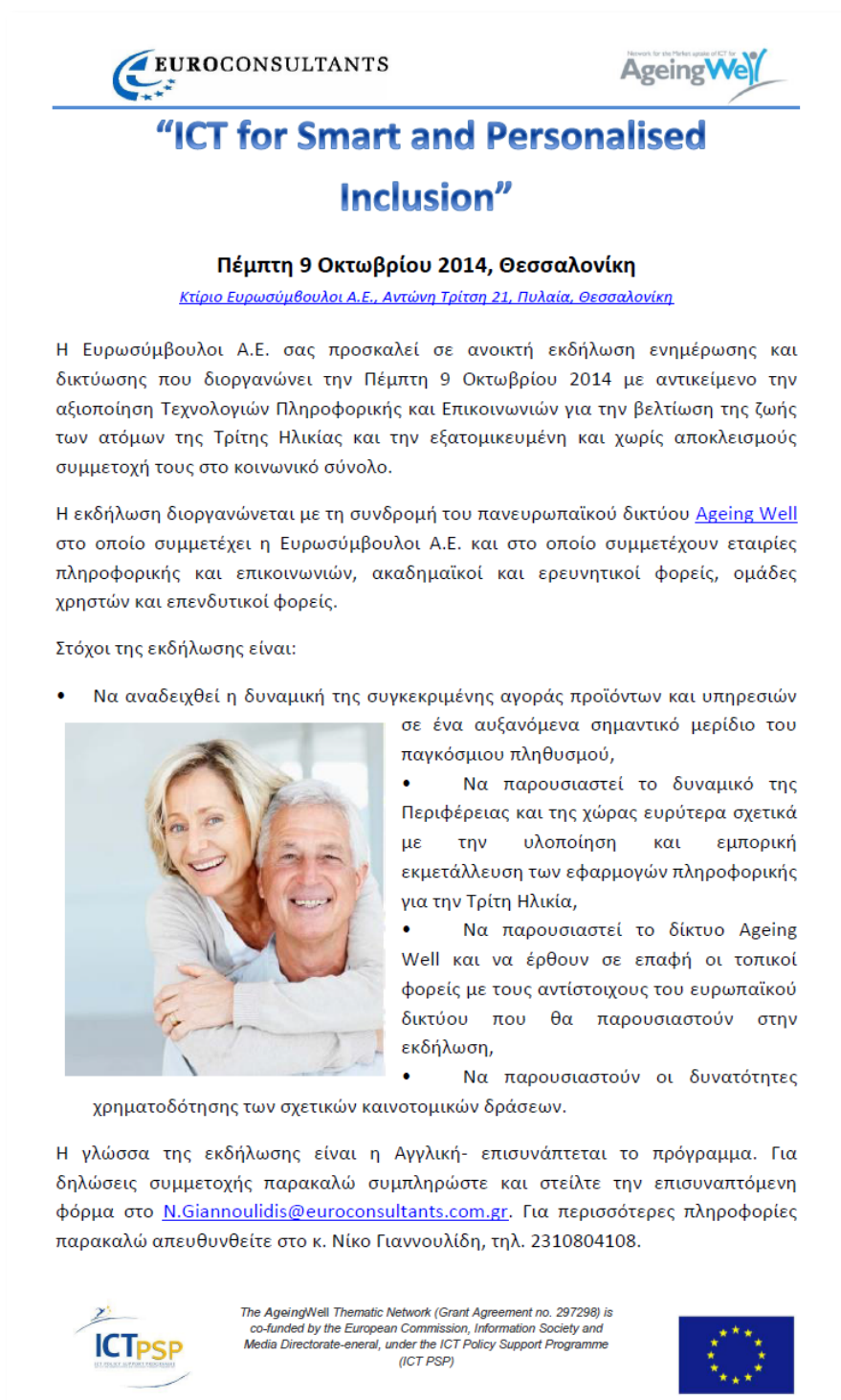


### 3 Summary of the event

#### 3.1 Introduction

The 11<sup>th</sup> National Event of **AgeingWell** Network was in the form of a workshop and networking session featuring the theme “ICT for Smart and Personalised Inclusion” and it was held on 9<sup>th</sup> of October 2014 at Euroconsultants premises at Thessaloniki, Greece.

**Fig. 1 Invitation for the event**



The dissemination of information about the event was carried out through direct e-mailing and telephone calls to selected regional and national stakeholders namely:

- ICT companies: individually and through the Association of ICT companies of Northern Greece;
- Research entities: individually and through the secretariats of the Aristotle University of Thessaloniki and the Centre for Research and Technology Hellas;
- End-users: public (municipal) and private elderly care centres, municipal and regional authorities, NGOs, etc.;
- Individual experts, consultants;
- Wider public.

The theme of the seminar was ***“ICT for Smart and Personalised Inclusion”*** and the key objectives were as follows:

- to provide information about the potential of the particular global market of products and services of ICT for Ageing;
- to present the potential of the region of Central Macedonia and the country in general in the development and exploitation of such applications (AUTH, CERTH, Gnomon Informatics, and SEERC); and to present similar experiences from other European countries, in particular a network operators point of view (Optimus from Portugal);
- to present the end- user perspective (presentations from 50+ Hellas, Ana Aslan Institute; Parkinson Association of Madrid);
- to present the **AgeingWell** Network and to promote networking with a view to future innovative actions and collaboration.
- to present funding opportunities for ICT and Ageing Well research and innovation cooperation activities.

The event was attended by approximately 20-25 participants (please refer to the registration list).

### 3.2 Progress of the Event

The event was opened by **Mr. Nikos Giannoulidis** (Euroconsultants S.A.) who presented some key information that highlight the importance of the topic and the market opportunities that arise at a global level. The world population is ageing very fast in all countries, especially those of the west; by 2050 more than 2 billion people of the global population will be over 60 years old and their spending power by 2020 will be over 15 trillion dollars. At the same time the financial crisis puts enormous pressure on the retirement systems; pension funds are estimated 15-25 billion dollars. Elderly life styles are drastically changing; people over 60 are playing a far more energetic role in the society than in previous years; traditional vs. new view of life; quality of life, joy- in- ageing. Therefore there is strong potential in the so- called “longevity economy” which encompasses a number of economic and institutional actors: pharmaceutical companies and healthcare systems; retirement and pension

systems; senior citizens care systems, and market activities such as travel and leisure, fashion, retail, marketing; technology, etc.

Following up, **Ms. Ana Solange Leal** of INOVA+ presented the **AgeingWell** thematic network, its objectives and activities, as well as its expected impact on the promotion of ICT for Ageing. She also highlighted the benefits of actors becoming associated members of the **AgeingWell** network.

**Dr. George Pavlidis** (50+ Hellas and SEERC) then analysed his selected topic “Social inclusion of older adults in our contemporary digitalized society”. More specifically he focused on the results of 32 national projects titled “The Knowledge Volunteers”, “Access to a digital world” and “The 50+ technology project”.

**Mr. Gabriel Abrantes** of NOS (Portugal) focused on the motivation of a network operator in its involvement in e- Health and assisted living applications. For NOS the forecasts about ageing population mean that it is an important current and future market and understanding the needs of the elderly is very important. According to Mr. Abrantes key areas to address care models of the elder are: 1. Accessibility (- Reduce the distance to health, - Centralize the access to medical records and history); 2. Prevention: increase quality of life (- Monitor key signs, - Create different contact channels, - Alert on alteration of key health signs) and 3. Follow-up & continuous care (- Remote follow-up of continuous care and - Proactive contact and follow-up). He finally presented Onecare and Onesafe, 2 products/ services already offered to customers in Portugal.

**Prof. Luiza Spiru** of the Ana Aslan International Foundation focused on the institution’s contribution and activities as an end-user organization and projects local coordinator. She presented information about the evolution of the demographic aging in Romania, use of technology and internet, etc. and highlighted AAIF’s participation in ICT initiatives & EU AAL Joint Programmes.

**Prof. Panagiotis Bamidis** (Medical Physics Laboratory, School of Medicine, Aristotle University of Thessaloniki) analysed his topic titled “Building an active and healthy aging ecosystem based on evidence: the LLMcare approach”. Long Lasting Memories (LLM) is an EU project that has implemented an integrated ICT platform which combines state-of-the-art cognitive exercises with physical activity in the framework of an advanced ambient assisted living environment, while respecting ethical and legal boundaries. By combining cognitive exercises and physical activity LLM delivers an effective countermeasure against age-related cognitive decline, as well as and cognitive impairment seen in the early stages of degenerative brain diseases, thus actively improving the quality of life of the elderly and significantly prolonging the time they can remain independent at home. Professor Bamidis highlighted the importance of sharing and utilizing “Big (Open) Data” on Active and Healthy Aging and of developing proper tools to exploit the richness of collected healthy aging data in assisting diagnoses and treatments.

**Dr. Dimitrios Giakoumis**, Senior Research Associate in the Information Technologies Institute, Centre of Research & Technology Hellas presented the national project “Eennoisis- Intelligent system for the prognosis, diagnosis, monitoring and empowerment of patients with cognitive disorders”. The project aims are: monitor Mild Cognitive Impairment/ Alzheimer’s Disease (MCI/ AD) progress between patient visits; Early MCI detection and remote patient care; research and development of various systems and activities; and development of a cognitive issues DB, aiming to further assist inference over MCI and AD symptoms, progress and care.



**Mr. Kostis Kaggelides**, COO of Gnomon Informatics S.A. presented his topic “Raspberry Pi and Open Source Software for Social Care”. The main driver of the project was the delivery of social care solutions under during financial crisis, i.e. Deploying an open e- Health architecture which can support simple modalities in adverse environments being adaptable to future extensions to both devices and functionality and being affordable (also in total cost of ownership).

Finally, **Mrs. Laura Carrasco** of the Asociación Parkinson Madrid, presented “DaleMov: cognitive stimulation interactive solutions for people affected by Parkinson’s”, a project focusing in Cognitive stimulation therapy for patients affected by Parkinson's disease via web access and an application for Tablet Android. The prototype was developed by the Technical University of Madrid (UPM) and its evaluation was the task of the Parkinson Madrid Association, Foundation Vodafone España and Parkinson's Spanish Federation. DaleMov allows patients with Parkinson’s disease to benefit from a supervised and remote form of cognitive therapy.

### 3.3 Conclusions of the Event

The event achieved the majority of its objectives as a) it successfully presented the overall potential of the “longevity economy” and the importance of participating in the market, b) it allowed the active interaction of local and international stakeholders from research/ academia, industry, end-users and other interested parties, c) it gave a good opportunity to the local stakeholders to present their potential and activities, d) it allowed for the presentation of the end- user perspective (presentations from 50+ Hellas, Ana Aslan Institute; Parkinson Association of Madrid).

The presentation of best practices and lessons learned in demographically, socio-economically and geographically comparable countries aimed at pointing out the direction and the means for future development of the national health care systems, focusing on elderly people.

The participation of research/ academic entities and end- users was in general satisfactorily, although public care centers for the elderly would have also been most than welcomed in the event. On the downside, although the organisers utilised several means of dissemination, including the Association of ICT companies of Northern Greece the participation of local ICT companies was less than satisfactorily. Although the event was titled “*ICT for Smart and Personalised Inclusion*” it is considered that the thematic was rather specific and niche. It is also considered that learning about the opportunities and novelties of this specific niche – ICT solutions for elderly would have been beneficial for some at least of the local ICT companies.

### 3.4 Feedback from Stakeholders

Euroconsultants S.A. contacted both speakers and participants to collect their statement about their participation at this event, but also about the **AgeingWell** Network. From the contacts made, it has been possible to gather statements from one speaker, presented next.

**Alejandro Sánchez-Rico de las Heras, Managing Director at Artica Telemedicina**

*"The Ageing Well event in Thessaloniki was organized by Euroconsultants in their building conference room, the event count with interesting presentations from several research universities in Thessaloniki all of them interesting. One of them show applicable video technologies for home monitoring of patients and for detection of rare behavior which may alert of patient problems, disorientation, falls, etc. We made contact with these institutions and hope to collaborate in future research projects. In the audience there were also ICT companies which we contact and are known into communication in order to collaborate with products from our company group.*



*In conclusion the meeting has been well organized and has enabled us to start in the short term collaboration discussion in order to approach the Greek market with some of the products our company group has for the health sector security issues, which is potentially very valuable for us."*

ARTICA<sup>1</sup> was one of the founding members of the network responsible for supporting Euroconsultants S.A. organising this event, and took this opportunity to present its work and learn from local stakeholders.

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<sup>1</sup> ARTICA Telemedicina is a Spanish ICT Solution Provider dedicated to telemedicine and health informatics consultancy and key in hand services and software projects development.

## 4 List of Participants





### "ICT for Smart and Personalised Inclusion"


**Thursday 9<sup>th</sup> October 2014, Thessaloniki, Greece**



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21 Antoni Tritsi Str., Pileo, Thessaloniki

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## 5. Photos



