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Abstract:

Members of the **Ageing**_Well_ Network are multipliers of the information produced by the project, as well as promoters of the events organized to bring together stakeholders in ICT and Ageing sectors. The interaction with these stakeholders is important for raising visibility of the network at local level, guaranteeing wide participation on **Ageing**_Well_ activities.

Several events were organized by members in the first year of the network and members attended also other events where they had the change to further promote the **Ageing**_Well_ Network. These events constitute the support activities for the network and are described in this document.

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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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 Elderly People by promoting the market uptake of ICT solutions for Ageing.**

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 soft measures (web-based communication), and hard measures (organization of 3 international events and 11 national events).

1.2 Summary

Members of the **Ageing**_Well_ Network are multipliers of the information produced by the project, as well as promoters of the events organized to bring together stakeholders in ICT and Ageing sectors. The interaction with these stakeholders is important for raising visibility of the network at local level, guaranteeing wide participation on **Ageing**_Well_ activities.

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2   Report on Support Activities

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2.1   1st **Ageing**_Well_ National Event

The first **Ageing**_Well_ national event was organized under the scope of the 3rd Edition of Meetings with Health Innovation with the theme: **Innovation in the management of health services: opportunities and challenges**", an event regularly promoted by the founding member Health Cluster Portugal (HCP), and established within the Portuguese ICT and Ageing community.

Organised by HCP with the support of the partners INOVA+, TcP, and e-Unlimited, it took place on the 19 April 2012, at the Portuguese Institute of Oncology of Porto (IPO-Porto). The initiative gathered around 150 participants to exchange knowledge and practical experiences and to discuss topics related to the challenges and opportunities underlying the demographic changes that Portugal and Europe are facing with special focus on the opportunities and impacts for ICT and Ageing technologies.

Figure 1 – 1st National Event of the Ageing_Well_ **Network, Porto (PT)**

Detailed information on this national event is available in D4.4 Individual Reports on National Events.

2.2   2nd **Ageing***Well* National Event

The second National Event promoted under the project **Ageing***Well* Network was organized by TECNOPOLO with the support of the partners OPTIMUS, ARTICA and INVENT. The event took place in Rome on the 07 of June 2012, at La Pelanda – MACRO Testaccio of Rome, within the initiative "Capitale Conoscenza".

This event focused on the showing, explaining and sharing of experiences and knowledge on e-Health and Active Ageing ICT Italian best practices. It also meant to give actors of the ICT/e-Health/Active Ageing world the opportunity to meet each other and to share their experience and knowledge in order to gather feedback and improvements for future successful strategies.

Figure 2 – 2nd National Event of the Ageing*Well* **Network, Rome (IT)**

More than 40 companies and organisations attended the event held in Rome, coming from many different public and private organisations and companies, such as and dealing with: Social Policies, Health, National Syndicates, Elderly People Associations and Foundations, SMEs, National Research Laboratories, Universities, Public Administration, Social Assistance Associations, etc.

2.3   3rd **Ageing***Well* National Event

Invent expert participated to Autonomic Expo in Marseille, in the south of France, a national event held in France where it has promoted and disseminated **Ageing***Well* project activities and results. 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 6th and 7th. 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.

This 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. 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 Ageing*Well* project and objectives.**

Figure 3 – 3rd National Event of the Ageing*Well* Network, Marseille (FR)

2.4   4th **Ageing*Well*** National Event

The 4th National Event promoted under the project **Ageing*Well*** – Network for the Market Uptake of ICT for Ageing Well, focused on Parkison disease. This event presented how technology can help the ageing process, in general, and Parkison's patients, in particular. It took place in Madrid, Spain on the 11th of December 2012, and it has been promoted by APM (Asociación Párkinson Madrid) with the collaboration of IMSERSO (the Social Security Administration Body).

The initiative involved around 53 participants from public and private organisations interested in ICT technologies for the treatment of Parkinson's disease, which were engaged in a live joint discussion and experience share.

Figure 4 – 4th National Event of the Ageing*Well* Network, Madrid (ES)

Detailed information on this national event is available in D4.4 Individual Reports on National Events.

2.5   1st **Ageing*Well*** International Event

The first international event of the **Ageing*Well*** Network devoted to the topic "ICT for Ageing well Finance Marketplace" took place as the AAL Venture Days, a sub-event focused on access to finance and growth organized under the banner of the EC Ambient Assisted Living Joint Programme and their annual AAL Forum. Held in Eindhoven, the Netherlands, the event had around 200-250 participants at the AAL Venture Days-sessions on the 25th and 26th of September. This event incorporated presentations (pitches) made by 20 high-growth entrepreneurs with ICT solutions that improved the (quality of) life of an ageing population, as well as presentations made by venture capital investors and corporate venture investors and allowed numerous personal meeting opportunities for entrepreneurs.

Figure 5 – 1st International Event of the Ageing*Well* Network, Eindhoven (NL)

Detailed information on the international event promoted by the **Ageing*Well*** Network is available in D4.1 Report on 1st International Event.

2.6 Ageing*Well* Presentation at other Events

Besides the events foreseen in the initial work plan of the **Ageing***Well* Network, members have been active and participative in different seminars and conferences, in which they have been both presenting the network and establishing contacts to enlarge the network. Next, a short description of these events is provided.

2.6.1 *Giornata Europea della Solidarieta Tra le Generazioni*

Held in April 2012, at Rome, this event was organised by AGE Platform Italia and had the participation of public and private organisations and institutions concerned on Active Ageing issues. Tecnopolo attended this event to present the **Ageing***Well* Network.

2.6.2 *9th International Conference on Wearable Micro and Nano Technologies for Personalized Health*

HCP attended this event in June, at Porto. The pHealth conference is an international meeting on wearable micro and nano technologies for personalized medicine. It collects a dynamic professional community from Europe and all over the world and gives visibility to the potential of micro and nano technologies not only for the future of medicine, but also for the improvement of healthcare processes today.

2.6.3 AAL SUMMIT 2012 - Market and Policy Development for an Ageing Society Conference

Promoted in Bilbao in June, this event had as main objective of this event were to analyze the mismatch between public policies and technological developments in order to encourage investment and enable deployment of AAL solutions. ARTICA submitted and presented a paper at this event.

2.6.4 Romania where? Health - a stake of 19.2 million lives!

This event intended to become a platform to launch the authorities and business partners' prospective on how to implement health care reform in an interactive, constructive and highly professional environment. Held in Romania, in July, this event was attended by AAIF.

2.6.5 Network of regional municipalities LLL centers

At this event, promoted in Riga, in July, the **Ageing***Well* project has been presented to representatives of 7 regions of Latvia: Ogre, Jelgava, Aizkraukle, Jekabpils, Liepaja, Ventspils, Preiļi. DMG was the founding member responsible for attending this event.

2.6.6 NET-EUCEN Validation Workshop: "User Centricity in the eHealth Sector"

Promoted by the NET-EUCEN Thematic Network this event had a double scope to show a set of developed scenarios and refining of the indicators of application of the user-centricity in the eHealth sector. INOVA+ attended the event and presented the **Ageing***Well* Network.

2.6.7 Consultative Meeting for Developing the CONFIDENCE Community of Stakeholders

Promoted by the Confidence AAL Project, this consultative meeting, held in September in Romania, was promoted with near 30 stakeholders in the Ageing area to whom the **Ageing***Well* network has been presented by AAIF.

2.6.8 Presentation session of the Project Do IT

Promoted by HCP, in September at Porto, this event aimed at sharing best practices and boosting partnerships between Portuguese and Dutch companies and R&D institutions in the area of translational research.

2.6.9 22th Alzheimer Europe Conference

This conference aimed at providing a platform for truly innovative solutions in the support, care and treatment of people with dementia and their carers. Speakers from different European Member States and further afield, share the different approaches and developments from their countries. AAIF attended this event, in October.

2.6.10 7th Regional Conference on "Family Medicine: The first line in health care

Attended by AAIF, this event held in Romania in October, intended to discuss the medical performance and continuous development under demanding situations. Participants included university professors and physicians of Braila region.

2.6.11 universAAL Open Day

Promoted by the FP7 project UniversAAL, this Open Day took place in Krakow in November. This has been an opportunity to meet the universAAL partners, as well as members of AALOA - AAL Open Association to whom the **Ageing**Well Network has been presented by INOVA+.

2.7 Network activities at other Events

In addition, members of the **Ageing**Well Network attended many other events, where they had the opportunity to meet relevant stakeholders and present them, informally, the objectives and activities of the network, as well as to distribute some promotional material, such as the brochure and the newsletter. Some of the events attended are listed next:

- **March 2012**:
  - Regional launching conference of the BRAINAGING project, Timisoara (RO)
- **April 2012**:
  - Sfide Demografiche e Solidarietà tra le Generazioni, Rome (IT)
- **June 2012**:
  - Regional launching conference of the BRAINAGING project, Brasov (RO)
  - 4.º Encontro de Quadros da Santa Casa da Misericórdia do Porto (4th Meeting of Oporto Misericórdia), Porto (PT)
- **September 2012**:
  - AAL Forum 2012, Eindhoven (NL)
  - INESPO - Innovation Network Spain-Portugal, 1º Fórum Transfronteiriço de Inovação, Coimbra (PT)
- **October 2012**:
  - Conference on "Saúde - Capital Humano e Internacionalização. Perspectivas para um Cluster de Futuro" (Health – Human Capital and Internationalization. Perpsectives for a Future Cluster), Cascais (PT)
  - AAL event @ the EU Parliament, Brussels (BE)

- o Seminar on "Envelhecimento Activo, Solidão e Redes Sociais - Novos Desafios" (Active ageing, isolation and social networks - new challenges), Porto (PT)
  - o Session on "Saúde e Ciência na Sociedade do Conhecimento" (Health and Science in a Knowledge Society), Covilhã (PT)
  - o Health Tech International Meeting@Uporto, Porto (PT)
  - o Working session on "O papel dos pólos e clusters na definição e implementação de estratégias de smart specialization" (The role of clusters in the definition and implementaion of smart specialization strategies), Maia (PT)
  - o BIN@FEUP (sessions on AAL and health topics), Porto (PT)
- **November 2012**:
  - o Seminar "Creating an Age-Friendly EU by 2020", Brussels (BE)
  - o Conference "A Saúde como motor de desenvolvimento económico e social. Internacionalização e Turismo de Saúde" (Health as a driver for economic and social development. Internationalization and Health Tourism), Cascais (PT)
- **December 2012**:
  - o Portugal Maior [Greater Portugal] - International Conference for Active Ageing, Lisbon (PT)