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<b>Abstract:</b>  Members of the <b>AgeingWell</b> 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 <b>AgeingWell</b> activities.  This document presents the events organized by members within the activities of the <b>AgeingWell</b> Network, as well as other events where members had the change to further promote the network. These events constitute the support activities for the network and are described in this document.  The period considered for this report is between November 2012 and December 2013.
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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This deliverable contains original unpublished work except where clearly indicated otherwise.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 **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.

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 document presents the events organized by members within the activities of the **AgeingWell** Network, as well as other events where members had the chance to further promote the network. These events constitute the support activities for the network and are described in this document.

The period considered for this report is between November 2012 and December 2013.

## 2 Report on Support Activities

Members of the **AgeingWell** 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 **AgeingWell** activities.

This chapter presents briefly the events where members presented the network activities and results to relevant and interested stakeholders.

### 2.1 5<sup>th</sup> AgeingWell National Event

The fifth **AgeingWell** national event was organized by ARC Fund (Bulgaria), with the support of the partners OPTIMUS (Portugal), ARTICA (Spain) and EUROCONSULTANTS (Greece). It took place event took place in Sofia on the 16th of May 2013 at Inter Expo Center, within the BULMEDICA/BULDENTAL international forum for innovation in medicine.

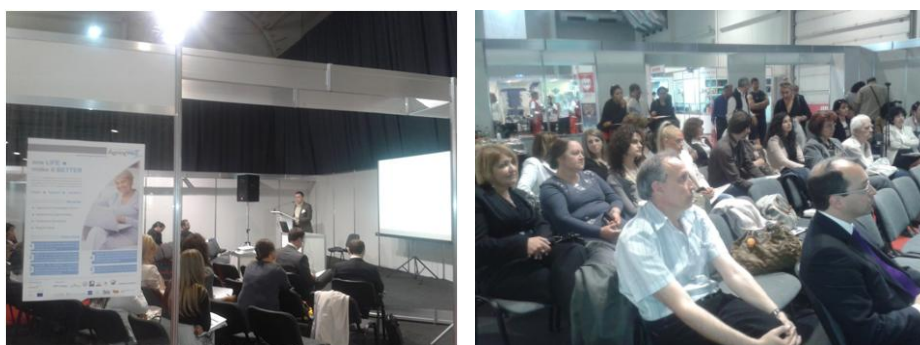


Figure 1 – 5<sup>th</sup> National Event of the AgeingWell Network, Sofia (BG)

The theme of the seminar was “***e-Health - Opportunities for Financing of e-Services in Health***” and it aimed to display and compare good practices of public private partnerships and the use of grant funding in the field of e-Health development in Bulgaria and abroad. The event was attended by around 40 participants, incl. representatives from Bulgarian Red Cross, Ministry of Health, National Health Insurance Fund, SMEs and research organisations interested in this topic.

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

### 2.2 6<sup>th</sup> AgeingWell National Event

The sixth National Event promoted under the project **AgeingWell** Network was organized by HOPE. The event took place in Paris on the 30 of May 2013, as part of the *Salons de la Santé et de l'Autonomie*, the most important national event dedicated to ageing, hospital and information technology.

The goal was to discuss the relevance of personal health systems as “innovations that change the environment”, highlighting the existing advantages and challenges, in the context of ageing. The initiative gathered more than 50 selected participants from the three files of knowledge: ageing, healthcare and information technology to exchange knowledge and practical experience, coming from the healthcare, management and industrial fields.



Figure 2 – 6<sup>th</sup> National Event of the AgeingWell Network, Paris (FR)

The event started with a general overview on hospital information systems in France, followed by two study cases: one on the medical imaging sharing in the region Ile-de-France, the other on building a platform in e-Health services. Two speakers then covered new economic models for personal health with examples from Spain and the US. As a conclusion the **AgeingWell** was presented as a valuable European network for the exchange of best practices and networking.

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

## 2.3 7<sup>th</sup> AgeingWell National Event

The 7<sup>th</sup> National Event promoted within the **AgeingWell** project was organized by AAIF and took place on 31<sup>st</sup> of May 2013, in Bucharest, Romania. The theme was ***“Building an European network focused on improving the quality of life of Elderly People”***.



Figure 3 – 7<sup>th</sup> National Event of the AgeingWell Network, Bucharest (RO)



The initiative involved around 30 participants, representatives of public and private organisations interested in ICT technologies for improving the life of the elderly. During the event they were engaged in a live discussion and on the topic.

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

## 2.4 8<sup>th</sup> AgeingWell National Event

The 8th National Event was held in Krakow, Poland, and organized by the founding member COI – Cities on the Internet. Focused on the theme “**Medical Technologies in Life of a Senior**”, the event was held on the 30<sup>th</sup> of October and attended by 37 participants.



Figure 4 – 8<sup>th</sup> National Event of the AgeingWell Network, Krakow (PL)

This initiative gathered representatives of diverse circles, including medical personnel, local government, representatives of IT/ICT industry sector, and seniors; they joined in discussion on ways in which one can reach seniors with newest ICT solutions and services, as well as how to finance this process. Subject of talks also included the issue of how products and services may improve the comfort of seniors’ life, what are the barriers of growth in this market, and how companies may reach this – very specific – market with their offer.

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

## 2.5 2<sup>nd</sup> AgeingWell International Event

The second international event of the **AgeingWell** Network focused on the topic “**Future Policy Framework for ICT & Ageing**”, was promoted as a parallel session under the 12<sup>th</sup> European AAATE (Association for the Advancement of Assistive Technology in Europe) Conference that took place in Vilamoura, Portugal, from 19 to 22 September.

This **AgeingWell** event intended to be an info-sharing space for all actors involved and/or interested in the ICT4Ageing market opportunities. As such, this event aimed at exploring the current needs/challenges that the different ICT4Ageing stakeholders are dealing with; at presenting good practices that can act as examples for future actions in this field; at approaching strategies for the



successful market uptake and dissemination of ICT solutions for Health and Ageing; and at sharing experiences and promote synergies among participants.



Figure 5 – 2<sup>nd</sup> International Event of the AgeingWell Network, Vilamoura (PT)

The AAATE Conference had more than 200 presentations from universities and organisations from all over Europe and beyond, gathering over 300 participants among health researchers and assistive technologies developers and providers, from which around 30 persons attended the 2<sup>nd</sup> International Event of the **AgeingWell** Network.

Detailed information on the international event promoted by the **AgeingWell** Network is available in D4.2 Report on 2<sup>nd</sup> International Event.

## 2.6 **AgeingWell** Presentation at other Events

Besides the events foreseen in the initial work plan of the **AgeingWell** 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 *International Conference "Ageing Society - Produtos e Serviços para uma Sociedade em envelhecimento em Portugal"*

Organized by the aicep Portugal Global - Trade & Investment Agency, this event was in Germany, in December 2012, to present to German stakeholders the existent opportunities in health sector in Portugal. The **AgeingWell** network has been presented by HCP.

### 2.6.2 Conferința națională pt turismul de sănătate



Held in April 2013, at Mangalia, Romania, this event was organised by Amfiteatru Foundation to give special attention to the legislative issues Health Tourism sector from the perspective of various stakeholders, such as public authorities in tourism and health and private agents involved in the provision of health services. AAIF attended this event and within its presentation the AgeingWell Network was highlighted.

### 2.6.3 Rome 2050: Politiche urbane a favore dell'invecchiamento attivo

Promoted by Evolve (associate member), this event took place in Rome, in April 2013. TECNOPOLO attended the event and presented the AgeingWell Network to the participants that included public and private organisations, institutions and citizens concerned by the Active Ageing matter.

### 2.6.4 5<sup>th</sup> eHealth Conference – Innovazione e tecnologia en ospedale

This conference was devoted to the theme "The evolution of the workflow in the operating room: Integrating ICT and Medical Device" and it took place in May 2013, in Italy. INVENT and TECNOPOLO have presented the Ageing Well project at this event within the conference session dedicated to the inCASA project (supporter of the network).

### 2.6.5 Conferencia sobre las causas y las perspectivas de futuro del párkinson

Organized by APM, this event promoted in Spain, in June 2013, served as a platform to discuss the causes and future perspectives concerning Parkinson's disease and also to present the AgeingWell project to 110 end users.

### 2.6.6 Conference "Building the Future: Reindustrialization and Employment. The importance of the health sector for the growth of Portugal."

Promoted by HCP, in June 2013, in Portugal, this event aimed at sharing good practices in life sciences businesses and in the area of technology transfer and translational research.

### 2.6.7 Conference "Abordarea integrată a bolii Parkinson în echipa medic-pacient-farmacist"

Prof. Luiza Spiru from AAIF has presented the AgeingWell Network at this conference that took place on Iași, Romania, in July 2013. This was the third edition of this conference, which is organized by Houston NPA - Association for the fight against Parkinson's disease and supported by Iași University of Medicine and Pharmacy "Grigore T.Popa", addressing both patients and care givers and aiming at discussing questions related to medical and social problems of people.

### 2.6.8 The 9th International Conference on Intelligent Environments

This conference was organized by the School of Architecture - National Technical University of Athens (NTUA) and the Hellenic Open University (HOU), and constituted a multidisciplinary collaborative forum for researchers and practitioners from *Computer Science, Electronic Engineering, Building Architecture Art & Design, Sociology, Government and Education* to present theoretical and practical results of Intelligent Environments. At this event, that took place in Greece, in July 2013, The Supporter Giraff Plus, presented its association with the **AgeingWell** network .

### 2.6.9 2013 EPDA – European Parkinson’s Disease Association General Assembly



Promoted in Warsaw in September 2103, this event was the general assembly of the European Parkinson’s Disease Association (EPDA), the only European Parkinson’s disease umbrella organisation. APM presented the **AgeingWell** Network at this event.

### 2.6.10 4º Congreso Nacional CENTAC de tecnologías de la accesibilidad



This event intended to discuss several topics such as SmartCities, Open Data, Internet of Things (IoT), Responsible Economy, Market Opportunities in Accessibility, Employment and Future, Cloud Services, Augmented Reality technology and contactless (NFC). Held in Spain, in October 2013, this event was attended by APM.

### 2.6.11 Seminar: "Models for business cooperation and networking"

Held in Sofia (BG), in November 2013, this seminar focused on business services available through the Enterprise Europe Network and SOLVIT, as well as on good practices of working through clusters, thematic networks and technology transfer centers in Bulgaria. ARC Fund attended the event and presented the **AgeingWell** Network.

## 2.7 Network activities at other Events

In addition, members of the **AgeingWell** 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:

- **November 2012:**
  - III HCP Annual Conference "The Health sector as an engine for economic and social development", Cascais (PT);
  - People Conference 2012, Nicosia (CY)
- **December 2012:**
  - 7th International Workshop on Semantic and Social Media Adaptation and Personalization, Luxembourg (LU)
- **January 2013:**
  - CIP ICT PSP Information Day in Brussels (BE)
- **February 2013:**
  - E-NoFALLS - European Network fOr FALL Prevention, Intervention & Security | Kick-Off Meeting, Barcelona (ES);
  - Conference "Azores – Preparing the future", Angra do Heroísmo, (PT);
  - EIP AHA C2 Action Group Meeting, Brussels (BE);
  - TechnoAGE Final Conference, Brussels (BE)
- **March 2013:**
  - Regional Congress - Active and Healthy Ageing, Coimbra (PT)
- **April 2013:**
  - National Conference on Health Tourism, Mangalia (RO);
  - What-if International Event: "A Challenge for Horizon 2020: Ageing and Intergenerational Fairness", Brussels (BE)
- **May 2013:**
  - ASTP Annual Conference 2013, Vienna, (AT)
- **June 2013:**
  - 21st International Conference on User Modeling, Adaptation, and Personalization (UMAP 2013), Rome (IT);
  - Fit for Health Event: "Support to the SMEs & Researchers in FP7 Health-oriented projects", Brussels, (BE)
- **September 2013:**
  - 14th IFIP Conference on Human-Computer Interaction (INTERACT 2013), Cape Town (ZA);
  - INNO-ACTIVE-AGEING MEETING organize by the Cluster de Saúde de Galicia (ES);
  - AAL Forum 2013, Norrköping (SE)
- **October 2013:**
  - IV Cimeira Ibérica de Líderes em Saúde, Lisbon (PT);
  - CE (Central Europe) Ageing Platform - 3rd International Conference 2013, Rome (IT);
  - OPEN DAYS 2013 - European Week of Regions and Cities, Brussels (BE)

- **November 2013:**
  - EIP AHA - 2nd conference of partners, Brussels (BE);
  - ICT 2103 conference, Vilnius (LT).