



# Ambient Assisted Living Joint Programme

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# Ambient Assisted Living Joint Programme

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- New European funding programme
  - 2008 – 2013, total scope 600 M€ of which 50% public funding, 50% private funding
  - Member state driven programme, 23 partner states
  - EC participation based on article 169 of the EC treaty (25 M€ / year), complements longer term research – 400 M€ in 7th Framework Programme
- Implementation by AAL Association and the national programmes of the partner states
  - Organization of 1-2 calls for proposals per year
  - Central application and evaluation process, national funding contract
  - European and national activities; brokerage and partnering events, results dissemination, conferences



# Objectives of AAL Joint Programme

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- To enhance the quality of life of older people and strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT).
- Foster emergence of new ICT based products, services and systems for ageing well
  - at home, in the community, and at work,
  - increasing the quality of life, autonomy, participation in social life, skills and employability of elderly people,
  - reducing the costs of health and social care;
- Create critical mass of R&D&I activities at EU level
- Programme implementation favouring participation by SMEs;

# AAL Needs and opportunities

Public-private partnerships,  
living lab, evidence  
creation, best practices

Opportunities  
Intelligent mass products  
Customized services  
Intelligent processes

Integration of user  
needs into the  
development processes

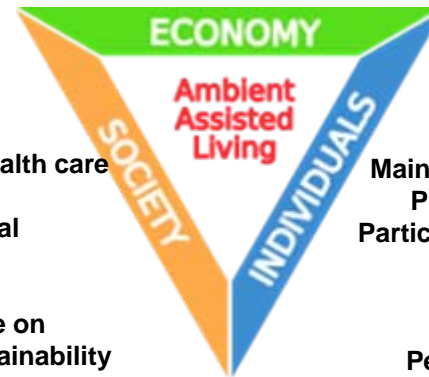
Missing  
Business concepts  
Value chains  
Value capturing  
Standardization

Challenges  
Ageing population  
Increasing costs of social and health care  
Reducing workforce  
Improve quality of life for all

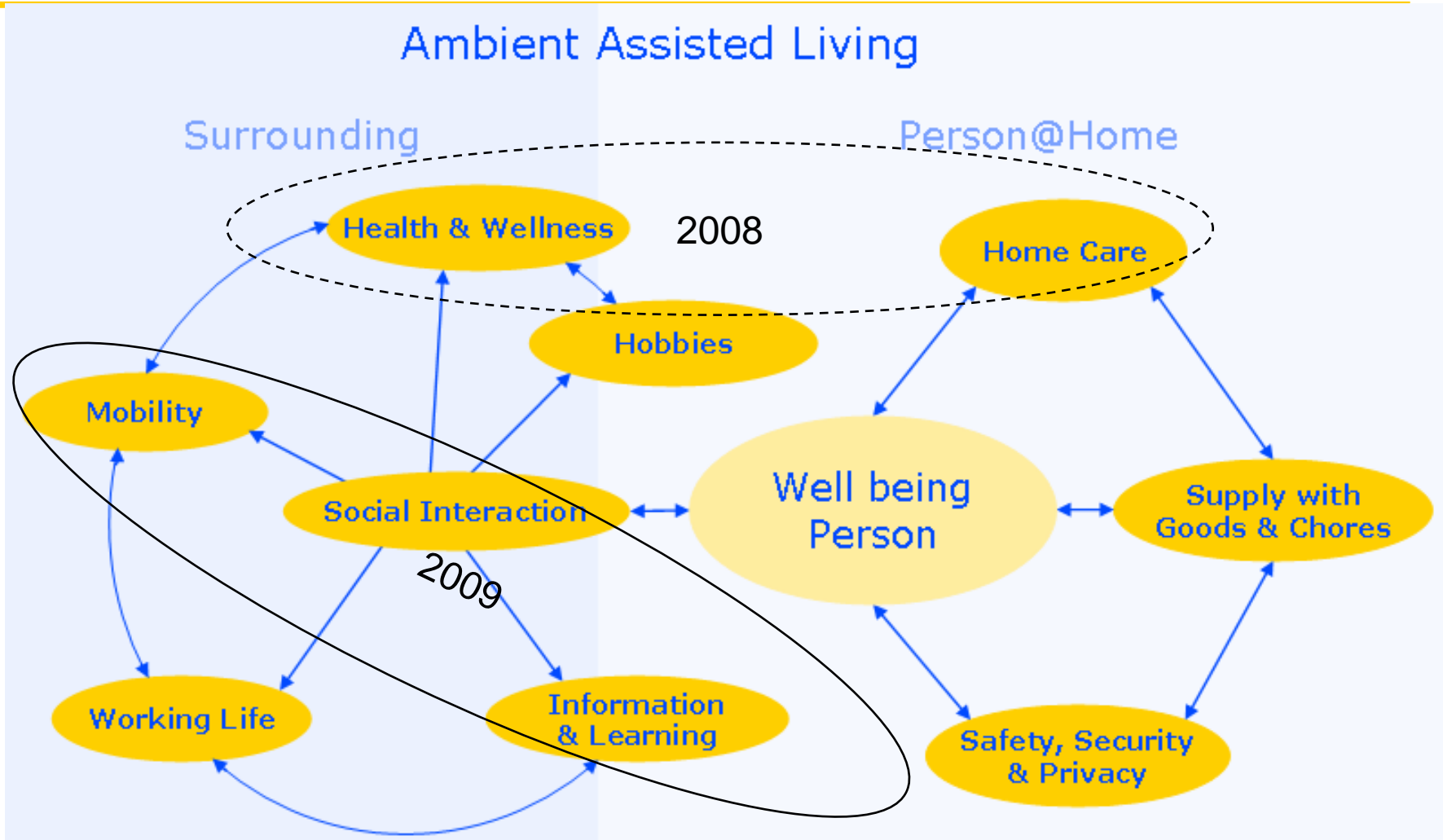
Needed  
New concepts with evidence on  
effectiveness and economic sustainability

Needs  
Maintaining health & functional capability  
Preserving independence & dignity  
Participation into society & social networks  
Feeling secure

Expectations  
Personalized products and services  
Empowerment



Customer centric,  
accessible, effective and  
sustainable services



## “ICT based solutions for Prevention and Management of Chronic Conditions of Elderly People”

- Objective is to foster new innovative ICT based solutions for elderly persons with identified risk factors and/or chronic conditions.
- Promote emergence of new solutions with a holistic approach to prevention, management, support services and the social and socio-economic environment related to chronic conditions.
- Outcomes are innovative products, systems or services addressing identified needs of the end users – close to market
- Projects funded will be multinational, collaborative and cost shared.

# Call information

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- Call documents and submission of proposals at [www.aal-europe.eu](http://www.aal-europe.eu)
- Deadline: 21 August, 2008, at 17:00, Central European Time (CET)
- Funding decisions: November 2008
- Indicative total funding : 57.5 M€
  
- Project proposals will be evaluated centrally by independent European experts
- Funding of individual project partners will be done according to the respective national rules

# Challenges to innovation and diffusion

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- AAL Joint Programme is a market oriented R&D&I funding initiative
- The AAL market is a potential one, but it is not there yet
- European wide challenges and opportunities
- Barriers for successful market entry are increasingly business model related rather than technology / product related
  
- Customer / market issues
  - Who's problem is being solved: user's, provider's or payer's?
  - Is the business B-to-C, B-to-B or B-to-G?
  - Everyday life – primary care – specialized care
  - How to define the target group? Elderly are NOT grey mass
  - Customer dynamics

# Challenges to innovation and diffusion

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- Product / offering issues
  - Do standard products need to be complemented with services?
  - How to scale up new product and service concepts?
  - Healthcare or consumer products?
  - How to deliver the “last mile” home?
  - How to measure quality?
- Regulatory / operational environment issues
  - How to operate with different national regulations?
  - How the different state policies affect the environment?
    - Health and social policies,
    - Employment and economics policies,
    - Housing, public transportation and land usage policies etc.



[www.aal-europe.eu](http://www.aal-europe.eu)

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