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Press release

Older people in focus: AAL Forum in Vienna, 29th September to 1st October, 2009

For the first time ever a European-wide AAL Forum with the principal focus of reporting, showcasing and discussing the development and use of innovative ICT solutions in support of ageing will be held in Vienna from 29th September to 1st October, 2009.

In response to the ageing demographics across Europe, the Ambient Assisted Living (AAL) Joint Programme (AALJP) was set up in 2008 with budget support from European Commission and in cooperation with 23 AAL-member States. The aim of the AALJP is to fund the development of innovative ICT based solutions to enhance the quality of life and extend the time older people can live more independently at home; yet at the same time support European industries to develop competitive products and services. The budget of AALJP is in the order of 55-60 million Euro per year (2008-2013). Two (2) calls for proposals have already been launched with regard to the management of chronic conditions and enhancement of social interactions of older people. A third call will be presented at the Forum.

To realise the aim of the AALJP many challenges lie ahead, and include:

- Embedding end-user involvement from the outset for greater relevance to need and wishes
- Getting the industries involved to develop and produce products and services
- Raising stakeholders' involvement (e.g. municipalities, regions, insurance organisations, standardisation organisations, investors, researchers, policymakers) to access necessary expertise and to ensure progress and visibility
- Generating AAL markets with workable business models across Europe

These and other key topics will be featured and discussed at the Forum in plenary or in specific sessions. To further add to an interesting Forum networking environment there will be a product and poster exhibition. A dozen AAL projects will be presented and discussed at the Forum. The Forum aims to bring together interest groups, stakeholders and individuals from diverse disciplines and business environments for networking and knowledge transfer to foster new understandings in the advancement, development and use of innovative ICT based AAL solutions for Europe's ageing populations.

About 400-500 participants are expected.

The AAL Forum is open for registrations at:

<http://www.bmvit.gv.at/en/innovation/aalforum/index.html>

Information on the AAL Joint Programme is available at:

<http://www.aal-europe.eu/>

For further information about the Forum, please email to: aal@bmvit.gv.at

Welcome to the first AAL Forum and to Vienna!

Gerhard Finking, AAL President

Reinhard Goebel, AAL Forum Chair

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Dr. Gerhard Finking

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