



2018

ANNUAL REPORT  
AAL Association



/Activities

/Finance

/Communication



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# Foreword of the President



Dear members,

It is with great pleasure that I present to you the Annual Report of the AAL Association, the first one of my mandate as a President.

In 2018, the Active and Assisted Living Programme turned 10 years old, a birthday that must be seen - in many ways - as an outstanding achievement for an ambitious European initiative that brings together 20 countries and the European Commission to address one of the major challenges of our times: demographic change.

In these years, the Association has launched 10 annual calls for ideas that involved the social sector, researchers and business professionals from different countries and regions, with the goal of improving the quality of life of older adults by leveraging on the Digital Transformation of business and society. This effort has resulted in projects and consortiums that operated internationally, and which have been showing outstanding results and impact.

As well as concentrating its efforts on funding the yearly calls, the Programme has also invested significantly in business capacity building, while keeping a human centric approach at the core of our philosophy.

We are living longer than ever before, but this gift of longevity calls for a rethinking of the way we live today. Why should life after retirement be any different to before retirement? Why not continue living the same way, doing what we want and being wanted and needed by society? Technological progress can help us maintain our preferred lifestyle while staying connected and being supported where necessary.

I believe that all this call for a celebration and a renewed effort to join forces.

As stated in the post 2020 strategy proposal for AAL, our future European partnership programme should continue to strive to support the well-being of its senior citizens through greater autonomy, self-determination and social inclusion. Living longer at home, staying active in society and socially connected will be the key drivers. This societal purpose will have a positive effect on the sustainability of our future health & care systems, contributing to the provision of good quality services at affordable prices and better care for those who really need it. New services and new companies will help to strengthen the European industrial base, to provide such home assistance or active life solutions.

To realize these objectives, the programme's mission should also be about making a significant contribution to the breakthrough in deployment of digital-based solutions for empowering older adults. This will require a step-up in programme support moving from the previous project-focused approach to include ecosystem support. Given the complexity of the systems and the multitude of involved stakeholders a systemic approach will be fundamental for scale up.

We are building the momentum to bolster our Association and present the European Commission with the rationale to grow the AAL's operations and be more ambitious after the current mandate of our Programme ends in 2020.

With our 10 years of unique experience on the field, we have an unprecedented opportunity to make this happen.

**Peter Saraga**  
President of the AAL Association

# PROGRAMME OPERATIONS OVERVIEW

The AAL's Programme Operations has two key functions focusing on the management of the annual call and the provision of direct and indirect project support services.

## Call 2018

Call 2018 focused on "Smart solutions for ageing well". Through this call the Programme adopted a new approach, opening the possibility to submit a proposal in any of the AAL application areas (see below). Also, for the first time, the Call allowed for a more flexible instrument, namely the Small Collaborative Project, a quicker and shorter type of project focused on aspects such as, for example, the investigation of wishes and needs for appealing solutions, the exploration of novel and improved approaches for involving all types of end users and other.

Published on 4th February 2018 and closed on 24th May of the same year, the call allowed for more time to prosper to develop a project idea and submit it through the new online submission platform.

In total, 73 proposals were submitted, out of which 48 were collaborative projects, while 25 were small collaborative ones. These outcomes may be considered as being positive, the number of received proposals having raised since the last two calls and the approach through the small collaborative project approach having been received by the community of participants.

The below table provides some statistics related to the Call 2018 proposals (more information can be found here below).

CALL AAL- 2018	
ALL SUBMITTED PROPOSALS	CALL FIGURES
Total call budget	28.5 Mio €
Total requested funding	63 Mio €
Total person-months efforts	12 300
Total number of partners	481
Average partners per proposal	6.5
Average total budget per proposal	1.3 Mio €
Average funding request per proposal	863 Mio €

Specifically, regarding the domains covered by the Small Collaborative Projects, the AaL association received proposals in the following domains:

- Physical and cognitive exercises
- Car mobility;
- Outdoor mobility + activities;
- Collaborative initiatives + local activities;
- Dental hygiene;
- Empowerment of seniors;
- Improving the employment experience for older people;
- Fall prevention;
- Motorized toilet;
- Memory losses;
- Care on demand (with support of digital tools);
- Rehabilitation through VR glasses;
- Senior co-housing

A positive aspect is that new exploration areas, never been treated before, have reached the AAL Association

The central and national eligibility check was carried out in June, with the remote evaluation in July, while the two days Evaluation panel meeting took place in Brussels on July 16-17. The ranking list was approved by the General Assembly in September 2018 with 21 proposals retained.: 15 Collaborative Projects were invited for clarifications and negotiations while 6 other projects needed to go through the reconfiguration process.

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## Call 2019

In May 2018 the General Assembly was invited to nominate its representatives for the Content Working Group and, in the same month, the call definition approved by the Executive Board in May 2018 was the basis for kicking off the preparation of the Call text 2019.

The following people actively participated in the Working Group:

- Annalisa Viezzoli
- Maria Ferrantini
- Maria Jose Gonzalez de Suso
- Geja Langerveld
- Giselda Scalera
- Marco Carulli
- Dominique Repapis

The new call confirmed the same approach, open to all the AAL categories as the one used in the previous year. It also confirmed the possibility, for applicants, to submit the Small Collaborative Project. The draft version of the text was discussed with a set of stakeholders nominated by the members and the Central Management Unit in November 2018. Financial commitment letters from members as well as the national eligibility criteria were collected from the NCPs of the Funding Agencies participating in the Call 2019. The Guide for Applicants was updated on the basis of the new call provisions and, finally, the call text together with the 2019/20 Work Programme was sent to the European Commission for approval by mid-December 2018 (in line with the EC's requested timeline).

The new submission platform, which proved to be effective in the 2018 call, will be used also for the 2019 call. Also, on the basis of the comments received by the stakeholders in November, a new application form template for the Small Collaborative Project was developed by the Content Working Group. An internal discussion has been put in place in order to update the format of the evaluation panel meeting, in order to guarantee an even more precise and accurate evaluation of the proposals received in Call 2019.

## General Project support

Mid- and end-term project reviews are part of the core activities undertaken by the AAL Programme Operations, to guarantee a proper monitoring of the actions funded by the Programme.

A physical review is carried out at mid-term and a remote review (through an online conference with the reviewers and representatives from the consortium) at the end of the project.

A periodic overview of the performance of the AAL funded projects, both at mid-term and final stage, highlighting the problematic and particularly promising ones is being provided. In 2018 a total of 18 mid-term and additional reviews took place as well as 11 final reviews were carried out.

## Call Specific project support - AAL2Business

A new edition of the AAL2Business Support Action, aimed at helping AAL project beneficiaries to finetune their business modelling and prepare them for investors meetings was kicked off in January 2018. New services were put at the disposal of AAL project beneficiaries, such as online seminars and online coaching. Also, two Venture academies were organised, respectively in Vienna and Coimbra, where selected project beneficiaries had the chance to improve their business model and their presentational skills through “hands on” coaching directly provided by business angels. Also, the new webpage of AAL2Business was also published.



## Market Intelligence & Investor Meetings - Market Observatory

The market observatory support action served as a reference for the AAL community by providing an AAL Market Investment report. The document aims to provide a consolidated view of the existing market and investment information in Europe for the AAL domain. It covers data relevant for AAL and related technologies including current status, trends and future perspective for opportunities in the European Union (EU) and where possible link those to innovation in delivery of services. Also, three investors event took place in 2018, respectively in Vienna, Utrecht and Bucharest, where AAL funded project representatives pitched their project solutions in front of investors (entrepreneurs, business angles and venture capitalists). Also, on the basis of the feedbacks received by the investors, a toolkit for project participants was developed in the framework of this Support Action.

## 2nd edition of AAL Challenge Prize

Kicked off in 2017, the Challenge Prize received more than 90 applications, competing in the challenge “Social inclusion through digitalization”. The 15 semifinalists were invited for a coaching session in Brussels, where they were trained on aspects like co-creation, business modelling, project impact and other. The judges selected 5 finalist who were invited to the award ceremony in Bilbao in September, during the opening of the Forum. KOMP, its solution being an one-button computer designed to make communication between all generations simple, was proclaimed the overall winner of the challenge, winning the top prize. The other two winners, tanked second and third, were PLACECAL, a partnership of community organizations, charities, social housing providers and government services, to improve the quality of neighborhood and REFRESH HOW DO I, a mobile app and content creation platform designed to build confidence and support those with memory loss.



## Impact assessment – New methodology framework

In October 2018 the AAL Association kicked off the development of a new support action, aimed at revising the current impact assessment framework to implement, in the future, a continuous annual assessment process with actual data collection. The exercise will feed, among others, also the strategy for the future of the Programme. Several meetings, interviews, workshops and set of data analysis have been kicked off by the 2018.

# PROGRAMME COMMUNICATION, NETWORKING AND PUBLIC AFFAIRS

To better address the promotion of the Programme, AAL developed a more integrated communication strategy. Such strategy aimed to inform the audience about the funding opportunity that AAL offers, together with its support actions, and to create a growing awareness of the impact that funded projects and active assisted technology in general can have to enhance the quality of life of elderly people. The general message of this new approach aimed to take a more positive approach towards ageing and the opportunities linked with an ageing society.

The Forum, the 2018 Call Info day and the hackathon in Bilbao, were the main events of 2018. The AAL Forum, which took place in Bilbao, provided an excellent opportunity to network within the AAL community and to discuss issues around AAL by organizing workshops, keynote presentations and a large exhibition area.

Other than this, within the scope of the Public Affairs, AAL promoted its relationship with existing and new stakeholders to build and maintain a strong reputation, and to advocate organization's themes and objectives and shape favorable environments for the future of the Programme.

## New digital approach to communication: Website – SEO – Social Media

A key element of the renovated communication strategy was the new website, launched in September 2018, during the AAL Forum. The development of the new portal idea was based on an online consultation through the subscriber of the newsletter and by constantly involving the constituency of the AAL association. Since its launch, the new website has been frequently enriched with content related to Ageing, AAL's Project, AAL's key messages, and it is now always compatible with the SEO rules.

In the perspective of the new communication strategy, social medias, being the exchange and information platform mostly used currently, play a major role in the dissemination of news and the stories related to AAL as well as to engaging actively with our existing and prospective followers.

Search Engine Optimization was more thoroughly approached. A SEO analysis was conducted into the AAL website as it is now. As a result of this analysis, the content so far developed for the new site has all been written to optimize its presence on internet search engines as well as to enhance the user experience on the site, something in itself that will help with AAL's online rankings.

The SEO work includes now:

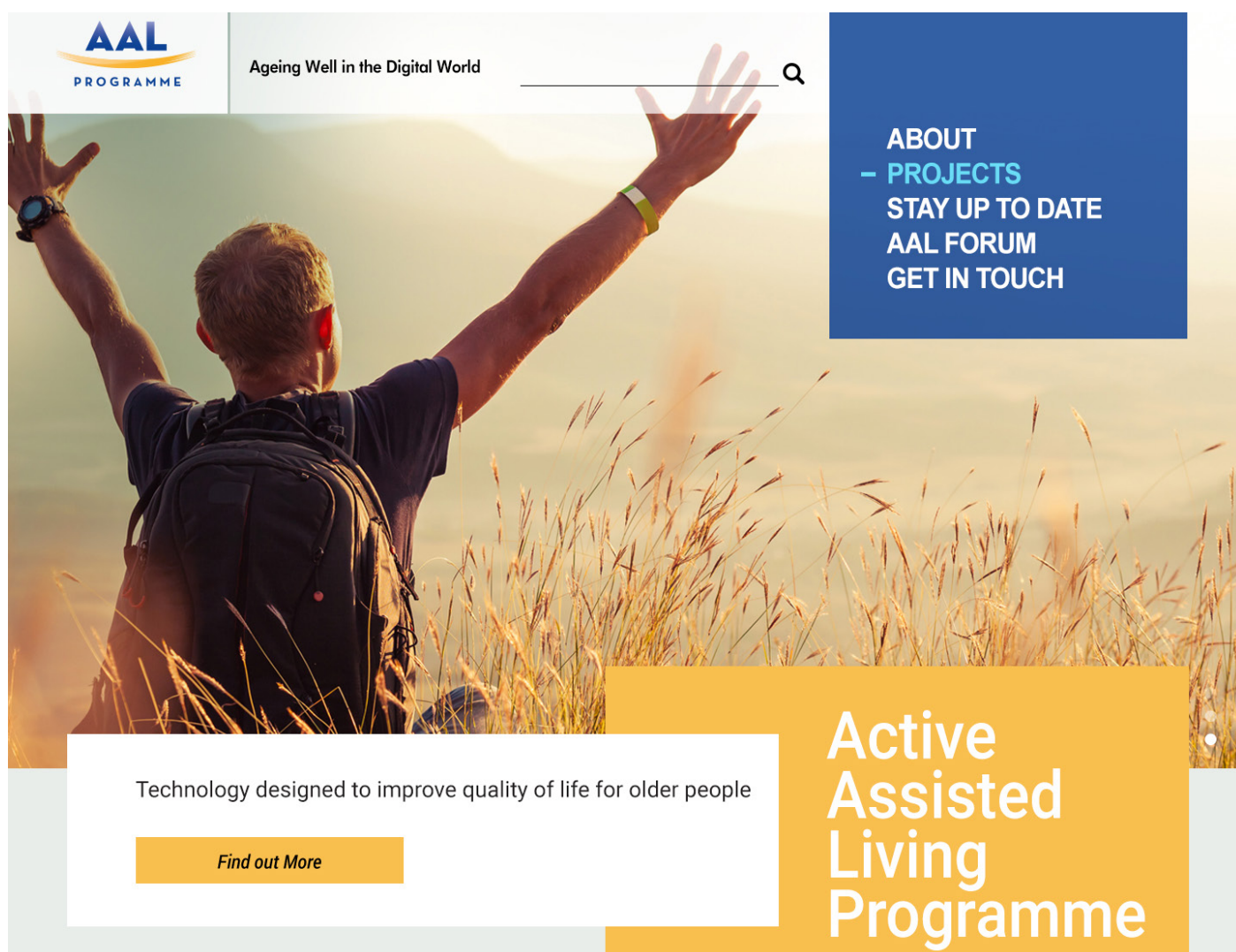
1. Continued technical analysis of the new AAL website
2. Analysis of user habits and word/search use
3. Online development planning
4. Content development that balances user behavior and AAL's core messages
5. Integration with all AAL marketing efforts

## Action Plan

The first step to set up AAL communication's Action Plan was to define and analyze the main projects of the AAL in 2018-2019.

For each of these projects, several editorial products were identified: blogging and online articles, press releases, influencers endorsements, newsletters, video storytelling and production, interviews with Forum speakers and trend setters, and other printed material such as fliers, fact sheet presentations and Executive Summaries, for instance.

A major factor contributing to achieving our goals in communication is KPIs. They indicate the measurable key business objectives and have been used as a means quantifying the effectiveness and efficiency of an action. The main Key Performance Indicators that have been taken into consideration while monitoring the project's progress were: Reach, Website Traffic and Bounce Rate, Email Open Rate and Engagement.



## GDPR

The General Data Protection regulation (GDPR) was the major change in data privacy of the European Union in the last 20 years. Its goal is to protect all EU citizens from privacy and data breaches in an increasingly data-driven world.

To comply with the new regulations, the AAL conducted an internal Impact Assessment Report about all areas affected by GDPR and put in place a more secure and transparent treatment of data. Accordingly, AAL nominated a GDPR officer and all the data treatment of the Association now incorporates the major requirements of GDPR.

# MAJOR AAL EVENTS IN 2018

## Info Day 2018

The 2018 AAL Info Day took place on January 31, 2018 at the Royal Flemish Academy for Sciences and Arts. The purpose of this year's event was to inform the European community about the next call challenge of the AAL Programme, namely: "Smart Solutions for ageing well". During the event, the call text, as well as the norms and rules to participate in the Call 2018 were presented. Besides, match-making meetings were organised in order to bring together companies, deployers, investors, corporations, researchers, to help them seize opportunities and build (technological and/or commercial) collaboration across the borders. In parallel of the matchmaking sessions, Informal meetings on the AAL Call and Programme were organised. The event was also video streamed on the AAL website.

## AAL Forum 2018

The AAL Forum took place in Bilbao, Spain on 24-26 September. Biscay has one of the oldest societies in the world and has become one of Southern Europe's promote figures in developing, testing, validating and manufacturing innovative products and services for ageing well. Hosted by Biscay Country Council and taking place at the Euskalduna Conference Centre just down the river from the world-famous and strikingly beautiful Guggenheim Museum, the event welcomed more than 500 delegates to take part in exciting talks, interactive workshops, a buzzing exhibition with new technological advances, poster sessions, a matchmaking event and many other opportunities for delegates to immerse themselves in a world of active and healthy ageing in Europe.



# Hack4AgeingGood 2018

The AAL Forum also provided the scene for the 2018 Hackathon sponsored by the AAL and carried out by the contracted University of Deusto, in Bilbao between 23 and 24 September. Hack4Elder Advantage was the result of 6 months of brainstorming of creative and innovative ideas, evolving tasks and responsibilities as well as non-stop communication with participants, experts and sponsors/partners.

Experts participated giving refreshing and specialised ideas to improve the projects and to encourage collaboration during the entire weekend.

Over 60 international participants and experts contributed in several project development through innovative, inclusive, impactful, international, intersectoral, interdisciplinary and intergenerational cooperation, collaboration, and inspiration. From this collaborative environment, seven projects came out, most of them developed in teams.

These projects addressed smart solutions for ageing well in personal autonomy and independent living, sustainable and inclusive care, inclusion of the elderly in society, training and coaching on Assisted Active Learning or social enterprises involving the elderly.



## Public Affairs

In 2018, AAL took -for the first time - a proactive role in the Intergroup on Active Ageing, Intergenerational Solidarity and Family issues. This intergroup, which operates within the European Parliament and that is participated by institutional organizations and civil society representatives, works to present and promote topics related to ageing and it is composed of a number of MEPs from all the political spectrum. AAL's role was to put forward and organize initiatives in the scope of an ageing society.

In May, AAL promoted a debate with several MEPS of the intergroup and the cabinet representative of EU Commissioner for Research, Mr. Moedas. This debate organized by MEP Lambert Van Nistelrooij, MEP Neena Gill CBE and the Ambient Assisted Living (AAL) Association, looked at how solutions to Europe's

demographic change can be addressed within the European Union's Digital transformation of the Health and Care strategy and the upcoming Framework Programme 9 - 'Horizon Europe'.

Based on learnings from the AAL Programme since 2007 the event looked into emerging building blocks for keeping active and healthy ageing in Europe a priority within the next framework programme. Six MEPs including the two hosting MEPs as well as MEP Mr. Dan Nica, MEP Mr. Jo Leinen, MEP Mr. Heinz Becker and MEP Mr. Franc Bogovi intervened in the meeting. Other initiatives and meetings to help raise the profile of the Digital Transformation of Health and Care and of Active ageing are undergoing and will take place in 2019.

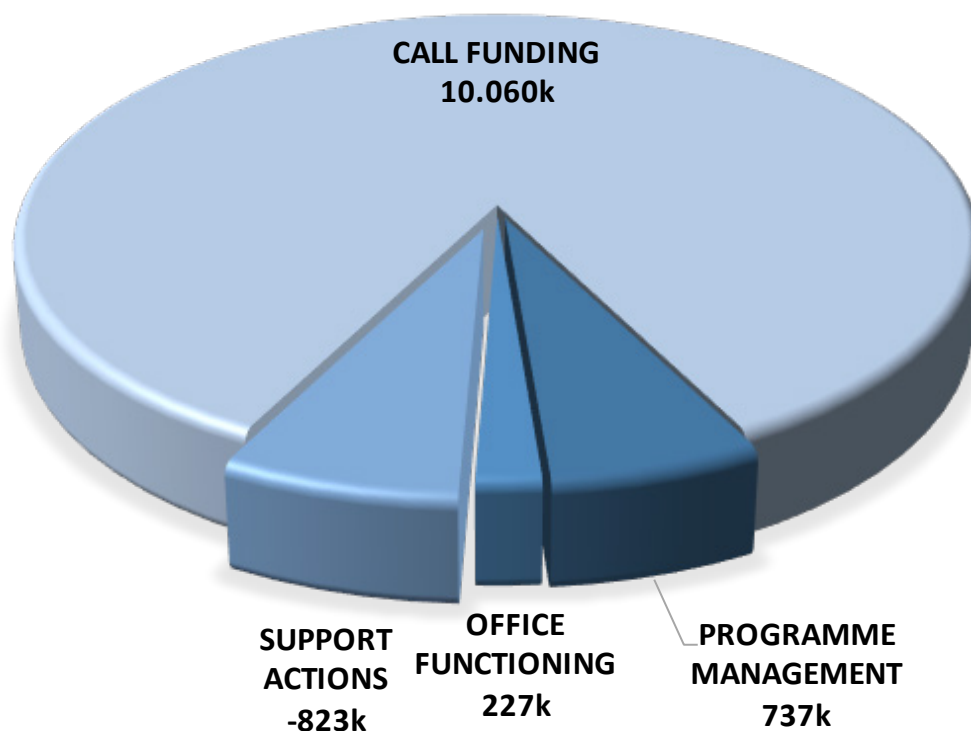
# FINANCE ACTIVITIES

This section will provide a short overview of the AAL programme finances in terms of 2018 spending and the evolution of the membership call commitments in AAL2.

## The breakdown of the 2018 programme expenses

The table below provides a breakdown of the different expense types incurred during the year 2018.

### 2018 AAL Programme Overview



The largest part of the AAL financing is directed towards the annual Call funding of the EC contribution representing a bit more than 10 million Euros in payments to the AAL members. This amount includes all transfers executed in 2018 for Call 2009 up until the Call 2017.

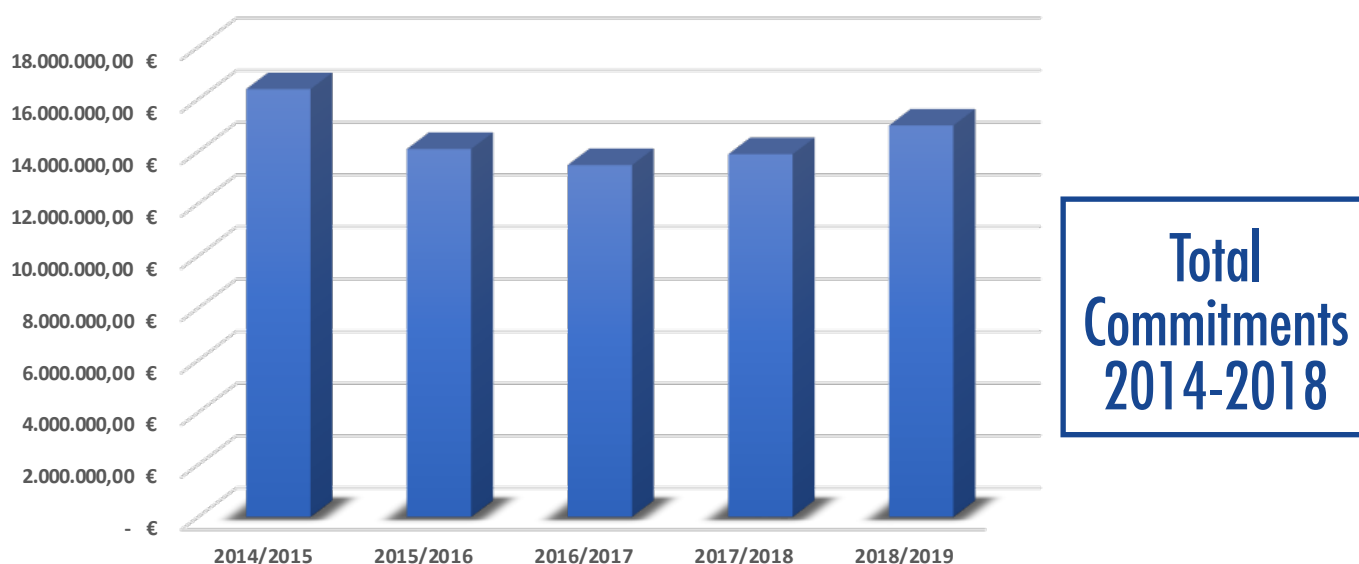
The second largest part of the expenses were used for the provision of project support activities, such as the AAL Market Observatory, the AAL Challenge Prize, the AAL2Business and the AAL Forum. Approximately 823k Euro were spent in 2018 on these activities.

The Programme management expenses amounted to around 737k Euros including personnel of the AAL Association, AAL governance as well as the yearly organisation & implementation of the calls. Finally, the functioning of the central office expenses amounted to roughly 227k Euros, which includes the rental costs, the IT infrastructure, depreciations as well as the daily office running costs.

## The AAL Membership commitments 2014-2018

The below table shows the evolution of the AAL member commitments to the calls in AAL2.

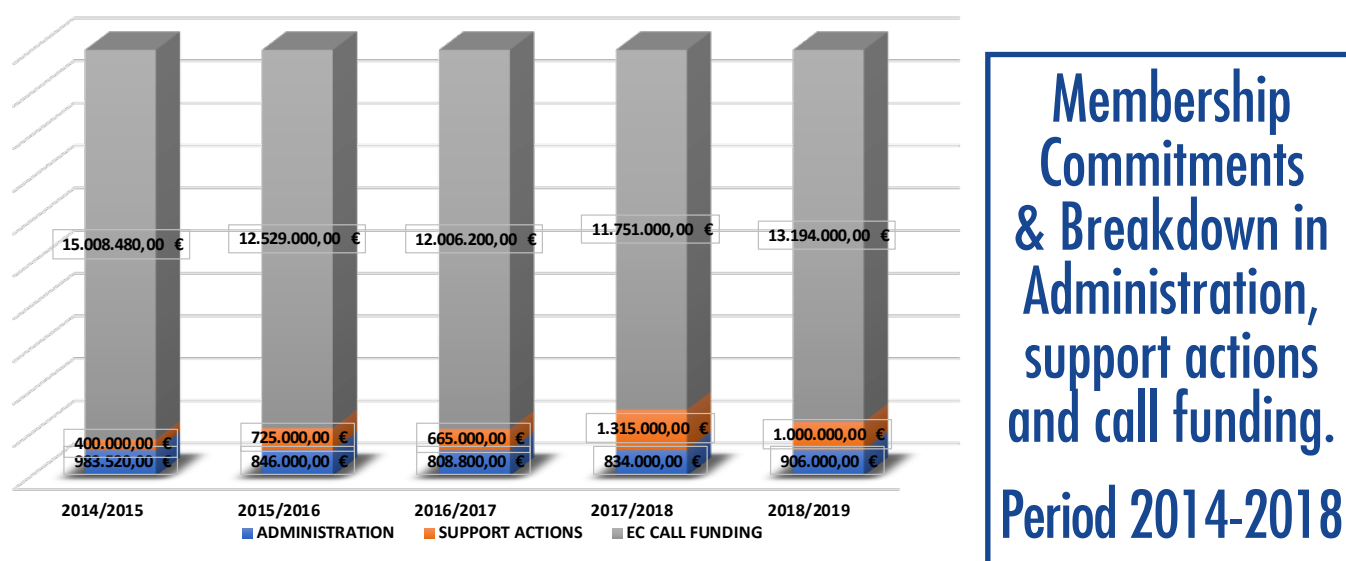
### AAL.2 MEMBERSHIP COMMITMENTS TO THE YEARLY CALLS - EVOLUTION 2014-2018



The above table provides the data on the evolution of the total actual commitments by our members. After a dip in 2016, the membership commitments started to increase again with commitment in 2018 of more than 15 million Euros.

## The EC Counterpart evolution 2014-2018

The table below provides a breakdown of the EC counterpart contribution:





# AMBIENT ASSISTED LIVING ASSOCIATION

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