



10 YEARS OF AAL

OUR CONTRIBUTION
TO DEALING WITH
DEMOGRAPHIC
CHANGE

MEETING THE CHALLENGE

We are living longer than ever before. In the past decade society has taken a leap forward in becoming more aware of some of the challenges that come with an ageing population and has started to address them.

The Active Assisted Living Programme, AAL, has been at the forefront of these efforts. Here we highlight some of the programme's achievements over the last ten years as a European support funding programme, while also providing a glimpse into the future.

Europe's ageing population presents many challenges

RETIREMENT



Population is economically inactive in 2017, compared to 25% in 2007

LONELINESS



Households who are composed of one person aged 65+

CHRONIC DISEASE



People aged 55-74 who have a long-standing illness or health problem

CARE



446,000

will have 24-hour care needs by 2035, up from 233,000 in 2015



SEEING THE OPPORTUNITIES

Longer life is a gift, providing many opportunities for older people and the rest of society. AAL has funded the development of innovative applications and services thanks to the increased possibilities offered by digital technologies. These solutions help us continue to live our lives the way we want to as we get older.

SPENDING



Europeans over the age of 65 have a spending capacity of €3.7trillion

TECHNOLOGY



Older people are adapting their homes to be smart – the market is already worth €15.5billion

EMPLOYMENT



In 2015, the silver economy sustained 78 million jobs in Europe

GLOBAL SPEND



European tourists aged 65+ spend on average €53 a day - €66 billion a year

WHAT WE HAVE ACHIEVED

Over the last 10 years the AAL programme has focused on three main objectives, in order to contribute towards addressing the challenges and seizing the opportunities of an ageing population.

GOALS AND IMPACTS 2010-20

GOAL

1

Improve the wellbeing of older adults through the use of adapted digital technology

IMPACT

AAL technology is helping people retain their independent and active lifestyles as they get older, making them feel secure and reducing the burden on informal carers

// SAFETY AT HOME addressed with fall detection systems and medication reminders

// Maintained INTERACTION WITH OTHER PEOPLE using apps and online community platforms

// Supported an ACTIVE LIFESTYLE by maintaining physical and mental abilities with mobility aids and brain-training activities

// IMPROVED QUALITY OF LIFE FOR CARERS with technology that aids information sharing, improves coordination and supports informal carers

GOAL

2

Stimulate the development of an age-tech sector in Europe

IMPACT

AAL support provides incentives for technology transfer into the growing ageing market while stimulating the creation of start-ups and new business divisions

// Created more SEGMENTED, CLEARLY-DEFINED MARKETS for older people, from connected care and intergenerational services to mobility and tourism

// RAISED THE PROFILE OF AAL SOLUTIONS to investors and business angels at pitching events like the AAL Award and the Elevator Pitch Workshop

// Helped BRING SOLUTIONS, like care apps, mobility aids to promote an active lifestyle and technology to increase skills and employability, into the CONSUMER AND INFORMAL CARE MARKETS

GOAL

3

Contribute towards more sustainable health and care systems

IMPACT

When older people live longer at home and in their community, it has a significant effect on reducing the burden on our health and care systems. By providing solutions to reduce costs. AAL is contributing towards ensuring the sustainability of our health and care systems over the next decade

// SUPPORTED FORMAL CARERS with technology for information sharing and improved coordination as well as cost-saving strategies for care institutions

// DETECTED RISKS EARLY in care homes through sensors and alert systems as well as improving communication between carers and older people

THE AAL COMMUNITY A THRIVING ECOSYSTEM

Another important achievement of the AAL Programme has been the nurturing of a thriving community of innovators, all working together in the field of active and healthy ageing alongside care organisations, local authorities and, of course, families and older people themselves.

The following three initiatives have helped strengthen this community and helped them work together to meet the challenges and opportunities of an ageing population.



AAL FORUM

This is the annual event that brings together hundreds of participants from around the world to find out about the latest AAL products and services from exhibitors, to learn

about the latest trends and market developments at workshops and to engage with other people through discussion. The event offers a unique opportunity to network with international peers while providing a platform to share experiences and to collaborate. Potential investors and buyers can look for commercially viable solutions as well as offer support for projects and start-ups looking to develop a market for their services.



AAL2BUSINESS

AAL2Business helps AAL projects to develop viable commercial pathways and strengthen their commercialisation strategies. These services are provided by business coaches, mentors and early-stage investors. Many of the lessons learned through this programme have been incorporated into new projects, bringing research closer to market through a co-decision approach with end-users.



PROJECT CALLS & CHALLENGE PRIZE

The AAL Programme has been funding the development of digital solutions that support and promote healthy ageing, wellbeing and independent living for older adults since 2008. Annual calls address key domains of ageing and from these calls multinational projects are funded involving industry, research organisations, the public sector and end users. A bi-annual competition is also organised, in order to stimulate and reward new ideas that address key aspects of ageing, such as social inclusion or senior entrepreneurship.

THE FUTURE

Europe still has a long way to go in providing sustainable and affordable health and care services for the changing needs of its increasingly ageing society. But by capitalising on the experience, learnings and achievements of the AAL Programme, we can now leverage the available expertise and knowhow for a European partnership. Living longer, healthier and happier lives will require a shift in our systems towards prevention and wellbeing.

A new partnership programme focusing on the transformation of our current health and care systems has the potential to bring together the disciplines and topics developed over the last 10 years.

RESEARCH

To support policymakers with evidence-based research to provide the appropriate adapted frameworks for the transformation of public health systems.

INNOVATION

To foster the organisational and enterprise model and service innovation that offers European citizens and health and care institutions the necessary tools for implementing change where it is needed.

ECOSYSTEMS

The link-up of physical and digital exchange platforms that exist at local level in order to collaborate internationally, where health, business, academic and public actors will work together to ensure the appropriate solutions and policy frameworks are used to promote the upscaling of innovation.

COORDINATION

Coordination at the European level not only ensures the smooth running of activities, but also builds up joint collaboration capital.