

# 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





# HOW WE ARE CONTRIBUTING

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.

Out of 150 projects funded by the AAL 1 Programme between 2008 and 2013, 19 projects have already introduced solutions into the market. This corresponds to a ratio of roughly 1 in 10 AAL projects reaching market maturity.

## GOALS AND AVAILABLE SOLUTIONS

### GOAL

# 1

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

#### SOLUTIONS AVAILABLE FOR

IMPROVING SAFETY AT HOME via fall detection systems and medication reminders

MAINTAINING INTERACTION WITH OTHER PEOPLE with dedicated apps and online community platforms

MAINTAINING PHYSICAL AND MENTAL ABILITIES with the support of mobility aids and brain-training activities

IMPROVING QUALITY OF LIFE FOR CARERS with technology for information sharing, and better coordination

### GOAL

# 2

Stimulate the development of an age-tech sector in Europe

#### EMERGING MARKET DEVELOPMENTS

FIRST SOLUTIONS ARRIVING ON TO THE MARKET IN EUROPE with customers now benefitting from greater security at home and by staying connected with their families and communities

BETTER UNDERSTANDING OF MARKET SEGMENTS within the private consumer market and the formal health and care market

INCREASING INVESTOR INTEREST IN AAL SOLUTIONS thanks to pitching events with investors and business angels and the setting up of the first targeted venture capitalist funds

### GOAL

# 3

Contribute towards more sustainable health and care systems

#### EMERGING IMPACTS HAVE BEEN

REDUCED PRESSURE ON FORMAL HEALTH AND CARE INFRASTRUCTURE through the introduction of solutions older adults and their families can use to enable people to live longer at home and/or in their community

THE PROVISION OF TOOLS FOR FORMAL CARERS to help them cope more efficiently with their workload and so increase care efficiency

THE EARLY DETECTION OF RISK IN CARE HOMES which reduces the number of accidents and improves communication between carers and their patients



# 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 OF HEALTHY AGEING IN EUROPE

### THE OPPORTUNITIES FOR 2020-2030

As we enter a new decade, demographic change and the associated opportunities and challenges of an ageing population will have profound consequences on Europe's social security systems as well as on its labour markets.

*The AAL programme has developed a number of valuable assets over the last 10 years, all of which will be of benefit for any future European support for active and healthy ageing.*

### MARKET-READY SOLUTIONS FOR AGEING WELL

Through its annual Calls, AAL has supported more than 250 cross-national projects since 2008, contributing towards the introduction of targeted solutions in various European markets.

### A EUROPEAN COMMUNITY OF ACTORS

AAL has supported the link-up of innovators, researchers, developers, users and supporters across Europe through its various networking activities to speed up a greater exchange of ideas and knowhow and improve learning.

### PROVEN PARTNERSHIP FUNDING AND GOVERNANCE

A public-public partnership of national and regional funding authorities from research, innovation and health is working together in a democratically-governed and jointly-owned European structure.

# 10 YEARS OF AAL

## OUR CONTRIBUTION TO DEALING WITH DEMOGRAPHIC CHANGE