



Adapting to demographic change in Europe in the 2020s
A joint initiative of the AAL Programme, EIP on AHA & JPI
MYBL



Welcome

Together, the **Active Assisted Living (AAL) Programme**, the **EIP on AHA** (European Innovation Partnership on Active and Healthy Ageing) and the **Joint Programming Initiative More Years, Better Lives (JPI MYBL)** invite you to the **European Week of Active & Healthy Ageing (EWAHA) on 2-6 November, 2020**.

All three supporting initiatives, the [AAL Programme](#), [EIP on AHA](#), & [JPI MYBL](#) were set up in order to support Europe's adaptations to an ageing society. The three have collaborated closely in 2019-2020 to unite their efforts. Now, they are putting **demographic change** more prominently onto Europe's **research and innovation** agenda.

This special initiative will look into the future ten years until 2030. This decade is a real opportunity to focus on **healthy ageing and demographic change**. The World Health Organization (WHO) [Decade of Healthy Ageing](#) main priorities include intergenerational solidarity, and aligning health and care systems with the needs of ageing populations. All, and more, will be covered during this exciting initiative, which will also make sure to cover the implications for **innovative capacity-building in systems and services** for healthy ageing.

Of course, in 2020, it remains absolutely imperative to review the most pressing and emerging consequences of **COVID-19** on the older population in Europe. Hence, the week will also act as a **“warm up” event for 2021** and the Forum in Trieste, Italy in May 2021.

This **online week** is full of innovative and varied **debates** and **panels**. It will feature **a series of discussions and webinars**. The direction will be about priorities and strategies, but also action. There will be plenty of **participation** from high-profile thought leaders from international bodies, members of the European Parliament, and a range of other policy makers and experts on health, care and ageing. Expect to see leaders from many countries and regions throughout Europe. **Financing, investment**, and the roles of **demand and supply** will also feature. A special session will present participants from the AAL Smart Ageing Prize who will

showcase the successes of entrepreneurs in the healthy ageing domain. Other **award schemes** and exciting new developments are also anticipated.

Monday 2nd November 2020 – Opening day

Demographic change & healthy ageing in the new decade: opportunities & challenges 10:15-11:00

This panel will include the Vice President of the European Commission and Commissioner for Democracy and Demography, Ms. Dubravka Šuica, and the United Nations' Independent Expert on the Enjoyment of All Human Rights by Older Persons, Ms. Claudia Mahler. The session will draw on the European outlook on ageing presented by the European Commission Demographic Change report and it will discuss two main aspects of the issues taken up in the Report: what is the European Commission's view and strategy for an ageing Europe? And, on the other hand, why are older adults chronically still invisible despite the emergency crisis of the Covid-19? The session will be closed with a Q&A with the public.

Moderator of the session: **Klaus Niederländer**, Director of the AAL Programme

Participants: **Dubravka Šuica**, Vice President European Commission, Commissioner Democracy and Demography

Claudia Mahler, United Nations' Independent Expert on the Enjoyment of All Human Rights by Older Persons

The decade of ageing– the vision of the World Health Organization 11:15-12:00

Populations around the world are ageing at a faster pace than ever before and this demographic transition will have an impact on almost all aspects of society, our economies, healthcare systems and more. Ms. Ritu Sadana, will inform the participants about how the WHO's Decade of Healthy Ageing aims to improve the lives of older people, their families, and the communities in which they live. Mr. Manfred Huber will shed light on European implementation plan for the Decade and Ms. Heidrun Mollenkopf address the improvements in the lives of older persons.

Moderator of the event: **Peter Allebeck**, Chair of JPI More Years, Better Lives

Participants: **Ritu Sadana**, Unit Head, Ageing and Health at the World Health Organization

Manfred Huber, WHO EURO responsible for ageing and health.

Heidrun Mollenkopf, vice president of Age Platform Europe

Tuesday 3rd November 2020 – Digital solutions for ageing well

Accelerating market adoption of digital solutions for healthy ageing

14:15-15:00

This session will introduce the attendees with some of the success stories in the market adoption of digital solutions resulting from investment and financing strategies, closely aligned with innovation cultures, procurement processes, and approaches to change management. The speakers will include representatives from both the demand and supply sides of digital solutions in support of health ageing policies both from public and private sectors. The speakers will show how the supply side has been able to position its digital solutions, and how digital solutions have been largely adopted highlighting the opportunities in the healthy ageing markets.

AAL Smart Ageing Prize - Senior Entrepreneurship Award Ceremony

15:15-16:15

A special session dedicated to awarding the winners of the third edition of the Smart Ageing Prize. The AAL Programme and Nesta Challenges teamed up to focus this year's edition of the Prize on senior enterprise, and sought to award solutions that support, empower and inspire older adults to engage in entrepreneurship. After intense deliberation from the judges during the panel in early October, the winners were selected from five finalists. The first place winner will receive 35,000 EUR to develop their solution. The first runner-up will receive 10,000 EUR and the second runner-up will receive 5,000 EUR.

In this session, the five finalists will present their innovations and the three winners will be announced.

Wednesday 4th November 2020 – Regional ecosystems and new visions for care

Building and consolidating regional innovation ecosystems for active ageing 10:00-11:00

In this session, Active and Healthy Ageing innovation ecosystems representatives will report on how they have developed their ecosystems and applied or are applying strategies to build and consolidate regional innovation. They will discuss the challenges they have faced or are facing in being innovative, and their lessons learned. The session will include speakers from regional authorities and ecosystem experts to discuss how well-organised ecosystems can promote and scale up of innovations.

Good life, ageing & technology – Creating a vision of care in times of Digitization 11:15-12:00

The session on Good Life will present the attendees with a common vision of care in times of digitization. It will explore what contributions emerging technologies can bring to achieving better care, both social and healthcare. With the participation of top academics in the field, the session will also explore how policy can help to foster this interaction of technology use and achieve more freedom and more healthier years for all.

Thursday 5th November 2020 – Learnings from Covid-19 pandemic

The effects of the pandemic on the older population: a practitioner's perspective 10:15-11:00

The session on the lessons learned during the Covid-19 pandemic will look upon some of the most prevalent consequences identified, when it comes to older adults in the times of public health crises, namely the risk of increased social isolation, the special circumstances of dealing with a pandemic in rural areas, as well as how we can be better prepared for these issues for the future. The session will gather some of the top experts in geriatrics and social care to create a well-rounded and multidisciplinary debate on future strategies.

**Demographic change and healthy ageing: a European Parliament
perspective**

15:15-16:00

This panel will present the perspectives of two Members of the European Parliament, MEP Ms Sirpa Pietikainen and MEP, Mr Brando Benifei, on some of the consequences of an ageing society in Europe: the societal pact between generations in Europe and its implications on the inclusion in society of the older adults, the life-long learning, the knowledge sharing and the sustainability of the pensions schemes; on the other hand the sessions will draw the attention of these two politicians on the ongoing digitalization of society and to what extent it can benefit for the older adults and the social and health care systems in Europe. The session can be of particular interest for those who are following the debate around the European framework programme and are keen to be up to date with the most recent political approaches to ageing.

Friday 6th November 2020 – Closing Day – Wellbeing of older adults in the 2020s

Using capacity-building tools to generate health and care innovation

09:15-10:00

In this session, health and care system representatives from different regions across Europe will share their experiences of deploying digital innovation at scale by using tried-and-tested deployment tools, methods, and approaches. This session will be of particular interest to those who would like to benchmark successful cases in which capacity building has been key for systemic transformation and change management.

**Understanding wellbeing in an ageing society: how appropriate are current
measures of wellbeing across the changing life course?**

10:15-10:00

This session will explore how research can improve our understanding of wellbeing as it impacts on people across the expanding lifespan. There is growing agreement among policymakers that the pursuit of individual wellbeing is a legitimate objective of public policy. As a result, many measures of wellbeing have been developed and are in use. However, how appropriate are these in measuring wellbeing across the changing life course.

#ewaha2020

REGISTRATION IS OPEN

EUROPEAN WEEK OF ACTIVE AND HEALTHY AGEING

2-6 NOVEMBER 2020



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