

Pre-announcement of AAL Call Challenge 2021

The AAL Association (<http://www.aal-europe.eu/>) announces the challenge for the AAL 2021 Call for proposals of the AAL Programme:

" ADVANCING INCLUSIVE HEALTH & CARE SOLUTIONS FOR AGEING WELL IN THE NEW DECADE"

AAL Call 2021 is part of the Active & Assisted Living Programme (AAL Programme) that was approved in May 2014 by the European Parliament and the Council of the European Union.

As part of the work-programme, the AAL Programme intends to launch a new Challenge-led Call for Proposals in December 2021. The aim of this call is to support innovative, transnational and multi-disciplinary collaborative projects.

While keeping an open call approach (i.e open to all 8 AAL application areas – see section 1.4), the call 2021 would like to stress three elements, namely an **inclusive health & care approach** (health prevention, preservation of physical & mental health, social participation), the stimulation and upscaling of innovation in active & healthy ageing through **health & care eco-systems** and the **accessibility of digital solutions** to end users, e.g through education for greater e-literacy.

Collaborative project proposals must demonstrate a clear route to market and added value for the different types of end-users. The solutions need to be embedded into the strategies of the participating end-user organisations, service providers and business partners. The wishes and aspirations of older adults in combination with the demands from the other stakeholders involved – e.g. providers and payers - will have a critical role in shaping useful and attractive AAL solutions with a high market potential.

Markets

Since the inception of the AAL Programme, the 10 implemented calls have not only delivered many useful solutions for older adults, they have also provided a more differentiated view about the different market segments for AAL solutions, requiring different approaches:

- On the one hand, there are solutions aiming at the “**private consumer markets**” with aspects such as wellbeing, lifestyle, independence, work, fun and comfort. Buyers would mainly be the older adults themselves or their families and social networks.
- On the other hand, there are solutions aiming at the “**institutionalised markets**” such as health and care, social care, and housing. In these markets the buyers are mainly secondary or tertiary end-user groups (such as care organisations or municipalities) who provide the solutions as part of a more complex service offer. These market segments usually have a mandatory requirement for evidence about the effects and cost-effectiveness of ICT-based solutions before adopting them fully. In addition, solutions have to fit into the vision and strategy of the organisations involved.

Both of these markets require different approaches.

Types of projects

Both Collaborative Projects and Small Collaborative Projects will be supported by 2021 call (countries participating in SCPs should be checked once the call text published).

Please note:

Final call information is intended to be published with the launch of the call on the AAL website by mid-December 2020.

The AAL Central Info & Partnering Day is planned for the end of January 2021, online.

Applicants are encouraged to go through the latest tools and support developed by the AAL Programme for applicants and project participants, namely:

- The new **Partner search tool** (<https://aal-europe.force.com>) offering opportunities for finding partners or being found by partners for AAL projects; it also allows to publish general collaboration ideas, not necessarily linked to the AAL Annual Call for proposals.
- The **Public Deliverables analysis and reports** (<http://www.aal-europe.eu/public-deliverables>) presenting some of the main outputs of previously funded projects covering five key-distinct areas, namely commercialisation of the solution, end users' involvement and co-creation, ethics and privacy, technological development, and pilots and testing.
- The New AAL guidelines on ethics, data privacy and security (<http://www.aal-europe.eu/aal-guidelines-for-ethics-data-privacy-and-security>) providing a model that integrates general law compliance with an ethical dialogue