

**AAL JP side event of the Brussels Open Days**

**Why invest in ICT for ageing? A regional perspective.**

**How to move towards a more Consumer oriented AAL market?**

**Time:** October 8th 2014 - 13.00 - 17.00 h.  
**Venue:** Science 14 Atrium | 14b Rue de la Science – 1050 Brussels (not Royal Academy)  
**Organiser:** AAL Association (Ambient and Assisted Living Joint Programme and Active and Assisted Living Programme) in collaboration with Coral, ENGAGED and EIP AHA.

Register here: <http://bit.ly/1pggD3x>

**Short description:**

This event aims at connecting regional strategies on social inclusion, boosting innovation and creativity in ways that can promote and maintain the well being of an ageing society. An interactive session, it will facilitate a lively exchange of experience, good practices and opinions among representatives of local and regional authorities. Together with ICT industry representatives it will focus on relevant policies, policy implementation, financing through new business models and innovative procurement of ICT based solutions for ageing well. Key expected outcomes include an increased mutual understanding of different stakeholders’ points of view regarding needs, use, procurement and consumer market opportunity.

**Expected participants:**

80 participants from local and regional authorities, AAL businesses, regional innovation clusters, European end user organisations and European organisations representing different stakeholders within the domain of Active and Healthy Ageing will participate in the session. We are especially encouraging the *unusual suspects* - like the participants to the Brussels Open Days - who are curious about scaling up smart AAL solutions to attend and participate.

**Rationale:**

There are plenty of AAL solutions developed and close to the market, many of them resulting from European projects funded by the AAL Programmes <http://www.aal-europe.eu/>. We all know that the implementation and up scaling of these solutions are a challenge and is not an easy task to fulfil. Barriers remain that need to be solved if AAL solutions are to be successfully deployed at scale..

Innovative procurement is part of this challenge, but it is also a way to contribute to the implementation of AAL solutions. Innovative procurement is not an straightforward process as procurers often lack a good overview of the innovative solutions available. Equally, the evidence on impact of these solutions is still fragmented. We also lack an overview and insight of the actual experiences of end users who are already using these solutions.







**15.15 h. Network break**

**15.45 h. Optional programme in break out work sessions**

Optional and additional programme for those participants ready to go in depth in three parallel **interactive sub sessions**.

**People value as driver for new business models.** Canvases are increasingly used for business development. How can the canvases be used and with what result for your business? In this interactive session, the business model canvas and the people value canvas are used as a tool to support the development of future proof business models for AAL products and services. Dick van Dijk (Creative Director), Paulien Melis (Business Developer and Project Manager) and Helma van Rijn (Concept Developer) of WAAG Society (NL) will explain and apply the business and people value canvas in all three sessions as an instrument.

Table 1: Anders Carlsson from Norrkoping, East Sweden is the moderator and Helmi Ben Hmida from Fraunhofer IGD is the rapporteur.

Table 2: Jon Dawson is the moderator and Ilenia Gheno from AGE Platform is the rapporteur.

Table 3: Shabs Rajasekharan is the moderator of this session and Mariëlle Swinkels is the rapporteur.

**17.00 h. Closure and network drink.**

This side event of the Brussels Open Days is organised by the AAL association in collaboration with Coral, ENGAGED and experts in Action Group C2 about Independent Living from the European Innovation Partnership on Active and Healthy Living.

