



European Innovation Partnership  
on  
Active and Healthy Ageing

European Commission

## European Innovation Partnerships (EIP) in general

- Announced in Communication on Innovation Union adopted by the European Commission on 6 October 2010 under Europe 2020 flagship initiatives
- A novel concept of the Commission to tackle societal challenges through linking research and innovation and uptake and turn them into opportunities
- EIP on Active and Healthy Ageing - launched in 2011, followed by a strategic implementation plan



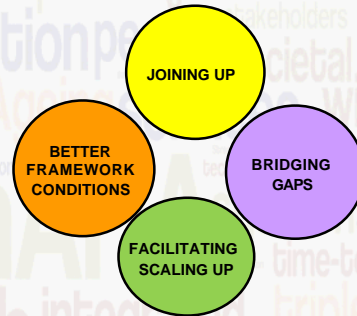
## EIP to breakthrough the innovation paradox, moving beyond the 'valley of death'

EIP is:

- Stakeholder process
- Addressing barriers
- Bottom up commitment
- Supply and demand
- Linking existing instruments

EIP is not:

- New funding instrument
- New R&D programme
- Heavy governance
- More bureaucracy



## From Challenge to Opportunity

### Social Necessity

	<b>Dependency Ratio</b> •From 1:4 to 1:2 •80+ doubles by 2025
	<b>Cost of Care</b> •Up by 4-8 % of GDP by 2025
	<b>Human Resources</b> •Shrinking work force •Lacking 20 million carers by 2020

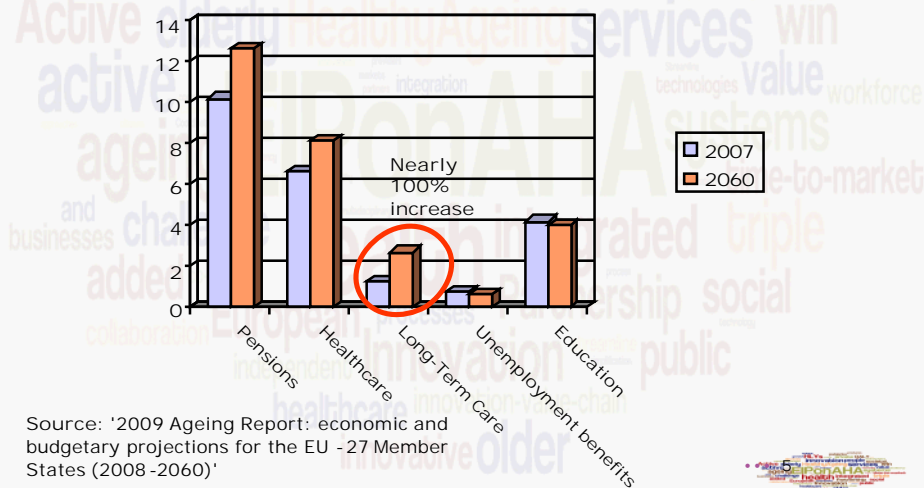
### Major Opportunity

	<b>Empowerment</b> •Active Ageing
	<b>New Care Models</b> •Integrated care •Large Efficiency gains
	<b>Growth and Markets</b> •3000 BC Wealth •85 Million Consumers



## Projection of Economic Impact from Ageing

Percentage of GDP (EU27)

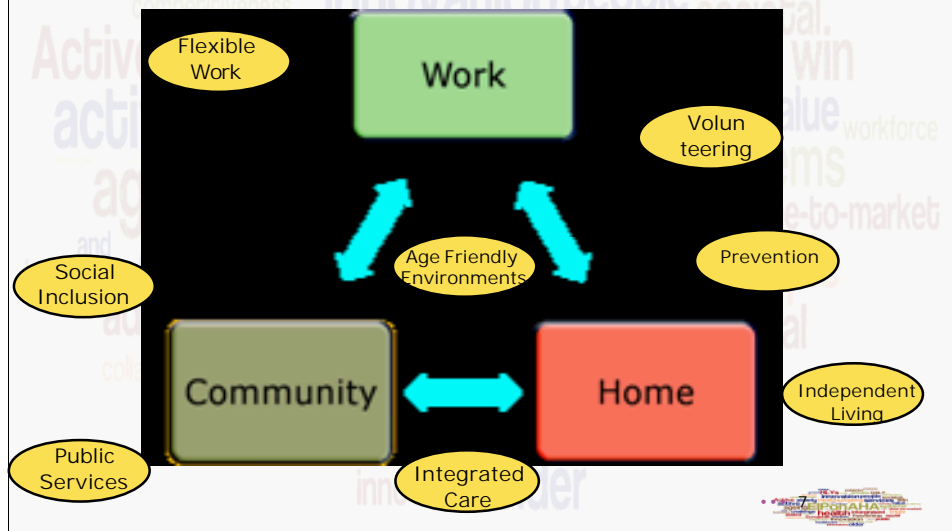


## A New Vision on Ageing

- From burden to asset
- From passive care to active ageing
- From curing diseases to improved functioning

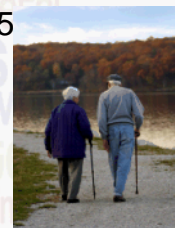


# Innovation and Ageing



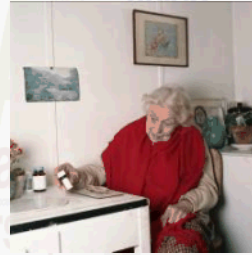
## Example: ICT and Alzheimers Disease

- Total care costs of Alzheimer's disease in 2005 was €130 billion for the EU 27 region (7.3 Million people)
- Innovative solutions can help to:
  - Detect disease earlier
  - Keep elderly mentally active and delay impact
  - Keep elderly at home for longer and improve QoL
  - Assist relatives and carers through remote monitoring and tracking =>Reduce stress and workload
  - Improve efficiency of care
  - Reduce costs for society
- High social impact and large market opportunity



# Limiting Factors

- Small scale/fragmented evidence of impact and cost-benefits
- Lacking policy support to care innovation
- Business models unclear and not scalable?
- Access to financing and investments
- Fragmented legal and regulatory regimes
- Fragmented markets
- Lacking interoperability, standards



# European Innovation Partnership on Active and Healthy Ageing

TARGET : enable citizens to live longer independently in good health (increasing HLYs by 2 by 2020, QoL, Efficiency gains)

MAIN AREAS :

- Addressing major age -prevalent chronic diseases
- Innovation in integrated care delivery systems
- Innovation in independent living and social inclusion

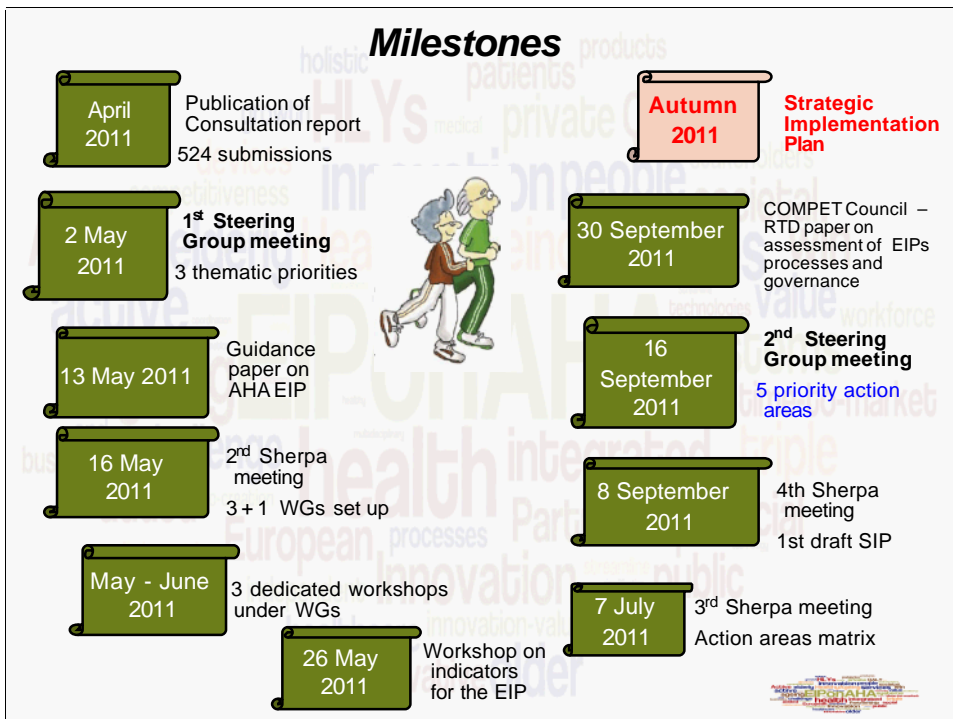
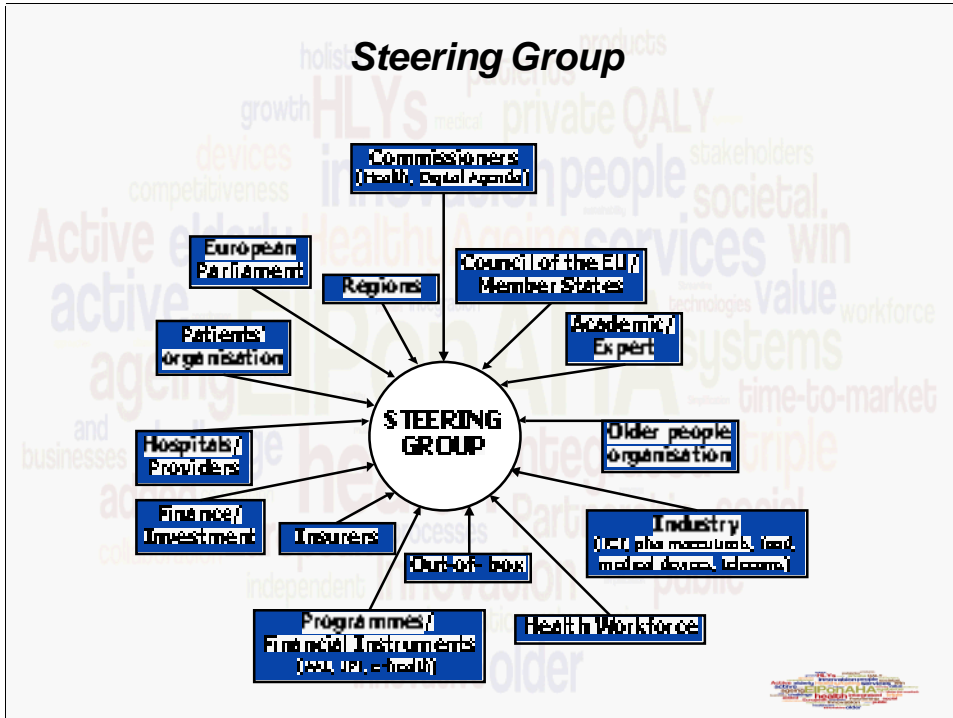


APPROACH:

- Combining demand and supply sides of innovation
- Building on existing instruments and new ones where necessary
- Ownership of key stakeholder willing to invest
- High-level political commitment
- Very large -scale deployment
- Awareness and best-practice sharing across Europe

<http://ec.europa.eu/active-healthy-ageing>







## Prioritisation & focus process

### **Criteria for 'a priority action area'**

- (1) likely to make the greatest CONTRIBUTION TO THE OBJECTIVES of the Partnership

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- (2) benefiting particularly from the PARTNERSHIP APPROACH

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- (3) likely to significantly contribute to overcoming KEY BOTTLENECKS & BARRIERS

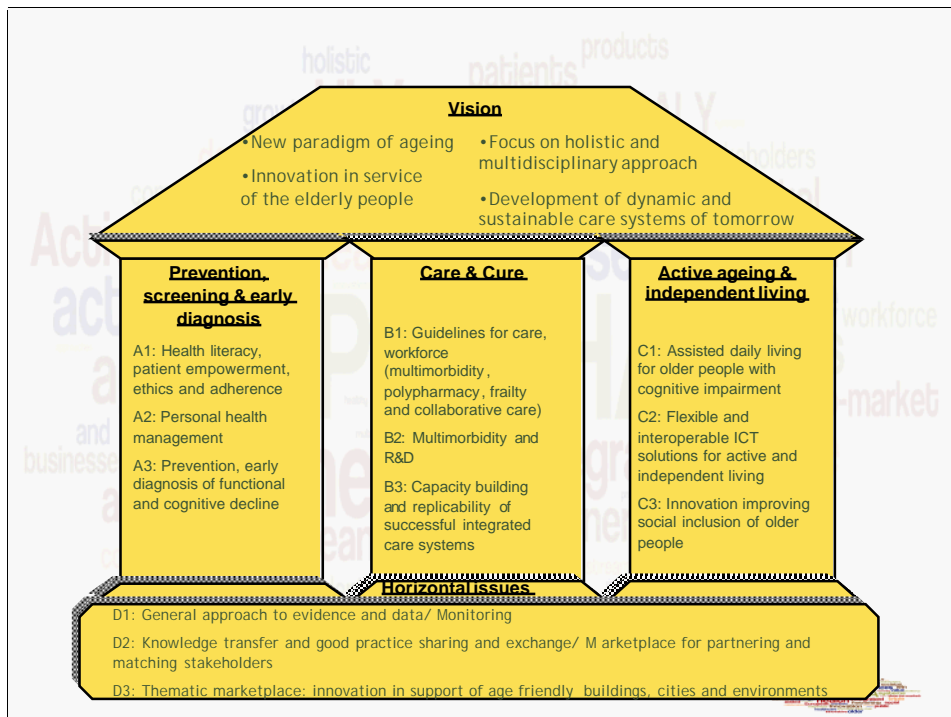
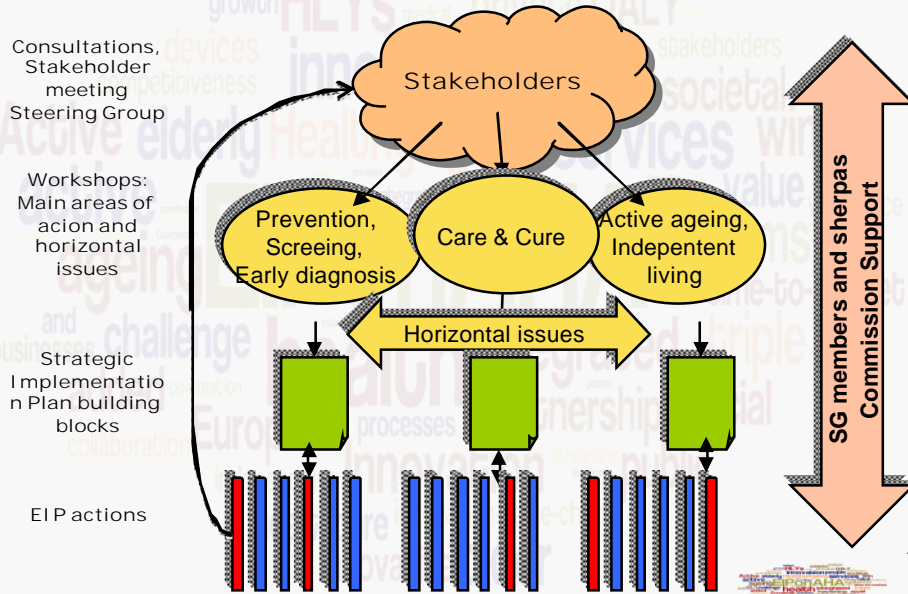
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- (4) FACILITATING INNOVATION in an area where European industry has or may develop a competitive advantage

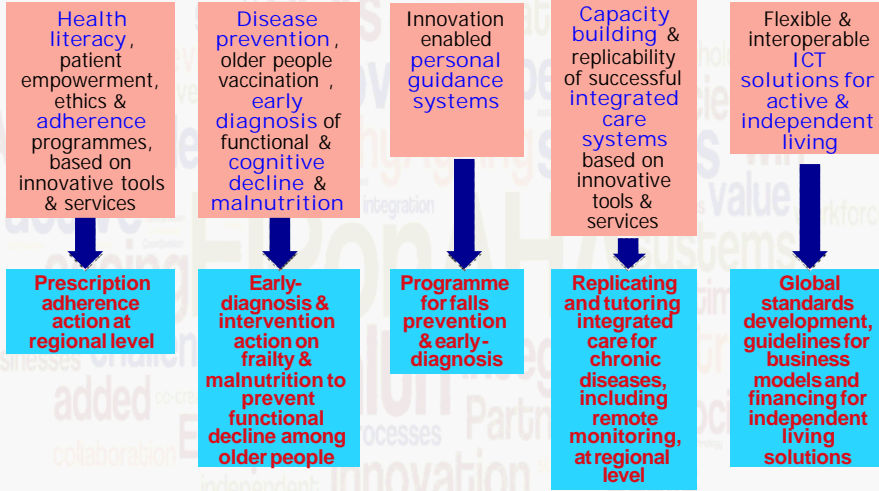
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- (5) being the MOST READY TO LAUNCH

## Developing EIP Strategic Implementation Plan



## First priority actions



### Horizontal action areas

General approach to evidence and data/ Monitoring  
 Knowledge transfer and good practice sharing and exchange/ Marketplace for partnering & matching stakeholders  
 Innovation in support of age-friendly cities and environments

## Towards Implementation



## ***EIP - implementation***

### **PRINCIPLES FOR SUCCESSFUL IMPLEMENTATION OF ACTIONS**

#### **ENGAGEMENT**

=> underwriting the EIP and its criteria

#### **INCLUSIVENESS**

=> open to all relevant actors & constituencies

#### **CRITICAL MASS**

=> mobilising sufficient resources

#### **PARTNERSHIP**

=> working together & collaborating

#### **DELIVERY**

=> timely delivery of agreed outcomes

#### **ADVOCACY**

=> inspiration & political support to all participants



## ***EIP – Towards Implementation***

- **Calls for commitment** – open to all interested stakeholders
- **Actions Groups** – management and implementation of actions
- **Assembly of Partners** – agreement and endorsement of amendments to the SIP, proposal of new actions
- **Advocacy** – high-level dialogues with MSs

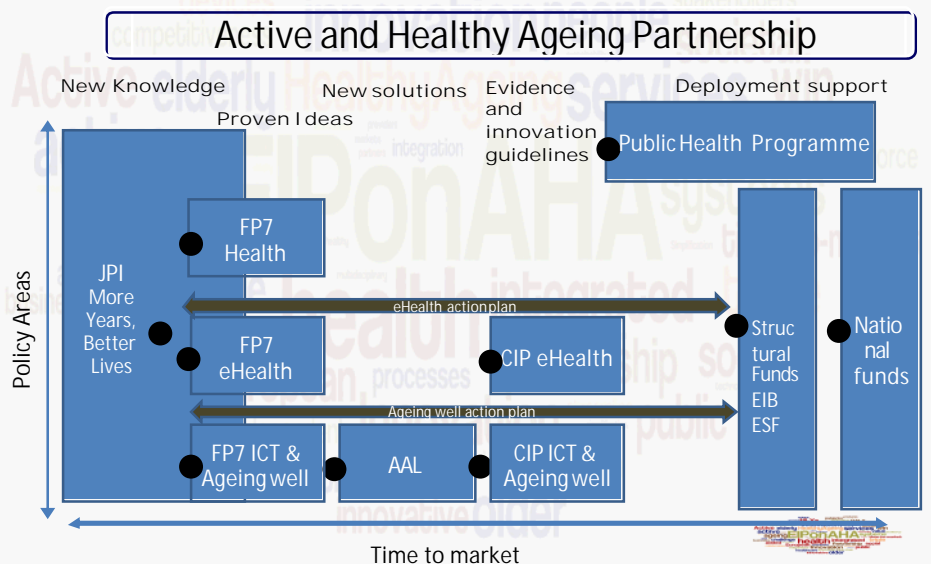


# Towards implementation

- Adoption of plan by EIP steering group on 7 November 2011
- EC Communication early 2012 (funding, legislation, standardisation,...)
- Mobilising stakeholders around priority actions
  - Letters of commitment of stakeholders
  - Community platform
  - Advocacy esp towards MS
  - Launch conference
- Launch of actions from early 2012 onwards
- Council / EP endorsement 1<sup>st</sup> half 2012
- Possible Conference of Partners end 2012



## Ageing Well – The EU Picture



## Conclusions

- JPIs on More Years Better Lives, Alzheimers key element of EIP AHA implementation  
-> developing new knowledge
- AAL JP a major building block for EIP implementation  
-> translating research results into products and services
- EIP AHA input to Horizon 2020 priorities
- EIP AHA a necessary complement to existing Research and Innovation Initiatives



## Further Information

- EU ICT and Ageing Well Initiatives  
<http://ec.europa.eu/einclusion>
- ICT Policy Support Programme  
[http://ec.europa.eu/information\\_society/activities/ict\\_psp/index\\_en.htm](http://ec.europa.eu/information_society/activities/ict_psp/index_en.htm)
- Ambient Assisted Living Joint Programme  
<http://www.aal-europe.eu/>
- **More Years – Better Lives**  
<http://www.jp-demographic.eu>
- Active and Healthy Ageing Partnership  
<http://ec.europa.eu/active-healthy-ageing>
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