OnSite Guide and Programme
AAL Forum 2012
TOMORROW IN SIGHT: FROM DESIGN TO DELIVERY
Give and get essential information, inspiration, imagination, interaction and innovation.

Please download the apps www.aalforum.eu/app and www.essentials-app.com
Introduction
Mike Biddle 4
Marlies Veldhuijzen van Zanten-Hyllner 5
Brigite van Haaf ten-Harkema and Bert Pauli 6
Ad van Berlo 7
Rob van Gijzel 8

Welcome to Eindhoven 9
Organisation 10
Partners 12
The Evoluon | AAL Forum Awards 13
Practical Information 14
Social events 15
Opening and closing sessions
Input and feedback 16
Seniors on AAL
Side Events | Field visits 17
Programme overview 18
Forum sessions/workshops
Monday 24 September 20
Tuesday 25 September 26
Wednesday 26 September 43
Thursday 27 September 63
Exhibitors 65
Evoluon floorplan 66
Sponsors 67
Thanks to 71
Europe is changing – amidst the financial instability and quest for economic growth – the demographic shift to an older population has already begun. The basic facts about the ageing of Europe’s population are well-known and show an imminent and significant change in society and the economy for which the EU is still not well-prepared.

Fortunately, all is not lost because research, development and innovation can help to turn these changes into an opportunity - so it is with great pleasure and pride that I welcome you to the AAL Forum 2012 in Eindhoven, as the next step on this journey.

This is the fourth annual event for the Ambient Assisted Living Joint Programme (AAL JP) and we are pleased to be part of a vibrant and growing community with over 100 projects in our portfolio. Our activity started in 2008, with 23 countries working together to develop a joint programme of activity to improve the quality of life for older adults through the application of Information and Communication Technology (ICT).

To successfully introduce the validated products, services and solutions that are needed; the real needs and desires of older adults and their carers need to be addressed. No single European country can achieve this by working alone but by working together with close support and joint funding from the European Commission. We have started to show how cost-effective health and social care could be delivered in the future, and lead to a growth opportunity for European businesses.

The title of our Forum is “tomorrow in sight: from design to delivery” - to do this we need to collaborate and move beyond technology demonstration to achieve scale. I look forward to the ideas and exciting discussions that will take place at our Forum so that we can work together to accomplish this.
I am proud that the AAL forum is being held in the Netherlands this year. As senior citizens we are members of mainstream society and more and more of us will remain active for a longer time, making a valuable contribution to the community at large. But for most of us sooner or later there comes a time when we must rely on care from others.

I believe it is important that we care for our elderly properly, listen to their needs and devote attention to them. Care is and will always be people’s work. The relationship that exists between the person who needs care and the person who provides it is an extremely important one. Senior citizens are becoming an increasingly larger group. Technology is an important factor in order to continue supporting them. Technology can help older persons to continue living at home for longer time and to remain in touch with his or her surroundings and it can help to make the care giving process easier and more attractive. Smart and practical products can make the care provider’s work easier.

Care and innovation are inextricably linked in today’s world. Innovation is important for care and also for the business community. The AAL programme is aimed at developing innovative ICT solutions. AAL projects exhibit a unique form of cooperation between healthcare, business and government. This forum serves as a valuable meeting place for learning about projects and users.

I wish you a pleasant and enlightening forum. I hope it will result in our senior citizens being able to benefit in the years ahead from all of the ICT products and services that you will develop.
The AAL Forum 2012 perfectly matches the ambitions of the Province of Noord-Brabant to deal with the societal challenges we are faced with today: turning the threat of demographic changes into opportunities, developing a future-proof care system and working on the quality of life for our citizens.

Not something we can deal with just on the scale of a province of 2.5 million inhabitants. For serious innovation and upscaling of innovative AAL solutions we need to operate on a European level with partners like the European Commission, the CORAL network and of course the AAL Joint Programme. The AAL Forum 2012 also matches our ambitions to create opportunities for innovative businesses. As a regional government we aim to empower – as a catalyst - our stakeholders in this process.

In our province we have been working for years with the concept of social innovation, in programmes like Smart Care and Liveable Communities. It is all about breaking down silos and working together in a process of open innovation. Governments, companies, universities, civil society and end-users alike are all ‘learning by doing’. With the purpose to overcome the barriers that prevent large-scale implementation of smart solutions for independent living, health and integrated care. Meanwhile, we are looking with great interest to Brussels, where the European Commission started the horizontal European Innovation Partnership on Active and Healthy Ageing. Noord-Brabant is actively involved and we learn a lot from this partnership.

Noord-Brabant has strong economic clusters, opening up opportunities for innovative applications and services in the field of Active & Healthy Ageing.

Of course, all these efforts come down to the Province of Noord-Brabant caring about its citizens. We need more quality of life for senior adults, disabled persons and people with chronic illnesses.

All hands on deck to work on a future-proof health and welfare economy of the 21st century and to create opportunities for innovative businesses!
In ancient Rome, the forum was a central place in town, where people came together, met, and discussed the important issues of the day. Today a forum is more likely to be a discussion platform on the Internet. In the AAL Forum 2012 in Eindhoven we want to combine the best of the old and the new.

It will be the fourth annual meeting place for researchers, engineers, product designers and developers, marketing specialists, care & welfare workers to discuss progress in the area of Ambient Assisted Living. But it will be much more than just discussing. We want the AAL community in Europe to bring and get the five I’s:

- **Information** exchange from different disciplines and areas, leading to more **Inspiration** for researchers and designers, evoking more **Imagination** on finding new and better solutions, having **Interaction** with representatives of other institutions, companies and governments, which at the end must lead to new paths for **Innovation**.

The AAL Forum 2012 Programme Committee has produced a programme which includes many short presentations on AAL policies, programmes and special topics. It will also showcase the wide variety of projects we are working on, from social interaction to support of family carers, mobility and robotics, telemonitoring and integrated care, dementia and fall prevention. Special attention will be given, this year, to bringing these new developments to real business. There will be sessions that will help to overcome the barriers to exploitation, and a special track on venturing. Investors will meet SME’s in pitching sessions, and explore new investment opportunities with companies that will take part in the exhibition.

This year’s forum will also have older adults participating in the sessions, meet with you and give you feedback on their opinions and wishes. Therefore, we are sure that the AAL Forum 2012 will strongly contribute to further growth of markets of AAL products and services that really matter and that older adults are really looking for.

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'WE LIKE THE AAL COMMUNITY IN EUROPE TO BRING AND GET THE FIVE I’S: INFORMATION, INSPIRATION, IMAGINATION, INTERACTION AND INNOVATION'

Ad van Berlo,
Chairman of the AAL Forum 2012
and Programme Committee
Manager R&D at Smart Homes
Eindhoven is proud to host the Ambient Assisted Living Forum this year. For a period of four days about 1,000 visitors and exhibitors will dedicate themselves to an issue that is relevant throughout Europe - and beyond: the aging population.

People are getting older and the elderly are more likely to need care than young(er) people. With the median age of the population on the rise, an increasingly smaller workforce will have to carry the cost of care for the elderly. The European Union has recognized that this situation is untenable and believes that this trend should be reversed through a collective effort. Therefore, the European Union encourages the development of knowledge about this subject and the implementation of solutions. There is one clear goal: to add two healthy years to the lives of EU citizens. A great ambition. If we manage to delay the moment that millions of seniors start needing care by two years on average, the entire EU will save billions of Euros. That is an attractive prospect for any country, especially now.

But there are additional reasons to develop ways to allow the elderly to live independently longer. Just think of the well-being of an aging population. Older people want to be independent for as long as possible. The AAL program is an important contributing factor in this process. There is also an important economic aspect. The aging population offers great business opportunities. By taking the lead in the development and manufacturing of environment-related solutions for an aging population, research institutes and companies can stay ahead of the competition and bring products to market faster. That is good news for Europe.

It is no coincidence that the AAL Forum is being held in the Evoluon in Eindhoven. Our area - Brainport Eindhoven Region - is home to a multitude of companies and research institutes that develop solutions for an aging population. In addition, our region is famous worldwide as a hotspot of high-level knowledge technology, innovation and design. It is for good reason that Eindhoven was named Intelligent Community of the Year in 2011. And the Evoluon, which was built in 1966, has served as an educational technology museum for many years. It is a perfect location to meet and learn and offer each other inspiration.

I hope you have a very pleasant and productive stay.
Welcome to Eindhoven

Eindhoven is unmistakeably the most adventurous city in the south of The Netherlands. It is a real hot spot for technology, design, sports and culture. As center of the Brainport region it is called the research capital of The Netherlands. Our ambition is to excel as an international top technology region in the (near) future.

But Eindhoven also has a rich historical background; at first sight a young and modern city, it is actually one of the oldest in The Netherlands. It received city rights back in 1232. A lively cigar and textile industry developed along the Dommel River. In the Villa park (city centre) you can still see the imposing villas and mansions built by industrialists who settled here.

The creation of the light-bulb in 1891 and the first DAF truck a little later was the beginning of the development and flourishing of the city. Since then Eindhoven has grown to become one of the most prominent cities of the world in the fields of technology, knowledge and design. Many top-class international high-tech companies are now located in Eindhoven. The Eindhoven University of Technology, Fontys University of Applied Sciences and the Design Academy continue to attract students from all over the world.
ICT for ageing well The Ambient Assisted Living Joint Programme (AAL JP) is a funding activity running from 2008 to 2013, with the aim of enhancing the quality of life of older people and strengthening the industrial base in Europe through the use of Information and Communication Technologies (ICT). The programme is financed by the European Commission and the 23 Countries that constitute the Partner States of this Joint Programme: Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

The overall budget is of € 700 Mil to co-finance Research & Development & Innovation projects aiming to deliver concrete solutions for independent living or ‘ageing well’ of elderly people using ICT. Every year a call for proposals is launched. Through the funding of new projects, the AAL JP aims to reinforce the European market for Ambient Assisted Living products and services. The AAL JP also finances other support activities such as the AAL Forum.

The Netherlands healthy and well. This is the motto of the Ministry of Health, Welfare and Sport.

The Ministry’s ambition is to keep everyone healthy for as long as possible and to restore the sick to health as quickly as possible. The Ministry also seeks to support people with a physical or mental limitation and promote their participation in mainstream society. Through the AAL programme the Ministry supports and facilitates innovation in long-term care. The Ministry also actively supports experiments with Smart home technology.

Public health

The Ministry of Health, Welfare and Sport encourages people to adopt healthy lifestyles by exercising more, refraining from smoking, consuming alcohol moderately, practicing safe sex and eating healthily. People with health problems should be able to call on their general practitioner, hospital or other forms of care on time. They are insured for and thus entitled to such care. Together with health insurers, healthcare providers and patient organisations, the Ministry of Health, Welfare and Sport ensures that sufficient facilities are available and that people have sufficient choices.

The province of Noord-Brabant stimulates a smart and sustainable regional economy in which key issues in society are addressed in an innovative way, using the innovation power of the triple helix partners in the region. Brabant is one of Europe's most innovative regions, positioning itself as a suitable European trial plot for Active and Healthy Ageing.

To the province of Noord-Brabant the theme of ‘Active and Healthy Ageing’ is a promising development for which a process of social innovation is essential. As a regional authority, the province strengthens existing partnerships and stimulates new links between the business sector and the public and tertiary sectors. By participating in the AAL Forum 2012, the province of Noord-Brabant contributes to more innovation in the field of Active and Healthy Ageing both on a regional and a European level.
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Smart Homes is the Dutch expert centre on home automation, smart living and e-health. It was founded in 1998 and acts as an independent and intermediary organisation in the market of technology and aging, bridging the worlds of technology development and those of end-users and care/service providers. Smart Homes participates and participated in many projects on Ambient Assisted Living (AAL) like Mobiserv, CompanionAble, CommonWell, Independent, and Caalyx-MV, Cardiac, Leage, Netcarity, and Soprano. Most of these projects deal with care products and services, including context aware software based services, built around many different sensors, actuators including robots, serious games and smart technologies.

Generally, Smart Homes exploits results of these projects through its partner community (150 Dutch organisations), educational courses, consultancy work and the Smartest Home of The Netherlands in which new AAL technologies are integrated, validated and demonstrated. Smart Homes has strong dissemination activities through its own national conferences, its annual trade fair on smart living, its Smart Homes Magazine, newsletter and website. Therefore, it is not a surprise that Smart Homes is delighted and honoured to be the main organizer of the Forum in Eindhoven.

Brainport Eindhoven Region, according to the Intelligent Community Forum (ICF) the world’s smartest region in 2011, is a top technology breeding ground for innovation and home to world-class businesses, knowledge institutes and research institutions. Together they design and manufacture the technology of the future to ensure a safe, green and caring society and sustainable economic development of the Netherlands. The five focal sectors of Brainport Eindhoven region are High Tech Systems & Materials, Food & Technology, Automotive, Lifetec & Health and Design. Brainport Health Innovation is the initiator of the Innovation Network for Active and Healthy Ageing (Slimmer Leven 2020).

Brainport Eindhoven Region is a powerful innovative player in a European and global context. It accounts for a third of all Dutch private R&D expenditure, invests 8% of the GDP on R&D and is one of Europe’s top three regions in terms of patent density. The economic success of Brainport Eindhoven Region is the result of unique cooperation among industry, research and government. This triple helix cooperation generates a very conducive climate for business, for both internationally renowned companies and innovative small and medium-sized enterprises in the region.
ZonMW is the Dutch funding organisation for Health Research 
Development and AAL in the Netherlands. ZonMW funds health 
research and stimulates the use of the knowledge developed in order 
to help improve health and healthcare in the Netherlands. ZonMW’s 
main commissioning organisations are the Ministry of Health, 
Welfare and Sport and the Netherlands Organisation for Scientific 
Research.

In the view of ZonMW, two things are needed to improve health and healthcare in 
the Netherlands: knowledge, and actual use of knowledge. With a range of grant 
programmes, ZonMW stimulates the entire innovation cycle, from fundamental 
research to the implementation of new treatments, preventive interventions and 
improvements to the structure of healthcare. In selecting grant proposals, ZonMW 
always looks for a combination of innovation and quality, since this is the only way 
to deal with the complex challenges we face in society today, and ensure that clients 
receive affordable care of a high standard. ZonMW always strives for the best result.

The main tools to support active ageing are in the hands of 
policymakers in the Member States. However, the European Union 
can mobilise a wide range of policy instruments to support national 
governments and other stakeholders in their efforts, such as 
proposals for funding programmes like the Ambient Assisted Living 
Joint Programme.

Also with the Innovation Union strategy the European Commission aims to enhance 
European competitiveness and tackle societal challenges – such as active and healthy 
ageing - through research and innovation. Concretely, the European Innovation 
Partnership on Active and Healthy Ageing (EIP-AHA) gathers stakeholders from the 
public and private sectors, across different policy areas to work on shared interests, 
activities and projects to promote successful social, process, technological and 
organisational innovation.
The Evoluon Eindhoven has served a variety of purposes in recent decades. It was started by Philips as a permanent exhibition space for the general public, as dr. ir. Frits Philips wanted it to be: to learn the general public more about science and technology and for everyone to get inspired.

Many years later the Evoluon became the Philips Competence Centre, a superior reception, demonstration and meeting centre for the Philips company.

In 1998 the Evoluon developed from this into the multi-functional conference centre and events location it is today. You’ll find a warm welcome awaits you at the Evoluon Eindhoven, the proud icon of Eindhoven, city of design and technology. The catering is provided by Hutten catering. Hutten presents their own sustainable label ‘De Guijt’. The label shows that things can be done differently, and contribute so to a better healthier and more sustainable way of life. Your life!

Who will win the AAL Forum Awards?

The AAL JP launched a call for participation in the AAL Forum Award 2012. The application has been open to all projects from call 1,2,3,4 that have already started as of 1 September 2012. Following the positive reaction to the AAL Forum Award at the Lecce Forum, the 2012 Forum Programme Committee has decided to institute a

similar award at the Eindhoven Forum. This award is intended to recognize the most promising project of the Ambient Assisted Living Joint Programme that demonstrates great promise in terms of innovation, human-centric approaches to development and market potential.

The award will be handed over to winning project at Tuesday Evening during the Cocktail Party at the exhibition in the Evoluon. We also have a special award for Young Researchers.
Eindhoven

Eindhoven is a nice, compact city. We show you that the main locations are near by. We also pointed out the locations of the preferred hotel accommodations. From these hotels will be a shuttle service nearby arranged. These shuttles will drive on set times, take notice of that.

1. ART Hotel Eindhoven  
   Lichttoren, 5611 BJ Centrum  
   arthoteleindhoven.com

2. Hampshire Hotel - Crown Eindhoven  
   Markt 35, 5611 EC Eindhoven  
   crowninn.nl

3. Eden Crown Hotel Eindhoven  
   Vestdijk 14, 5611 CC Centrum  
   hampshire-hotels.com

4. Pullman Eindhoven Cocagne  
   Vestdijk 47, 5611 Eindhoven  
   accorhotels.com

5. Sandton Eindhoven City Centre  
   Stratumseidijk 23d, 5611 NA Eindhoven  
   sandtoneindhoven.nl

6. Mercure Eindhoven  
   Leenderweg 80, 5615 AB Stratum  
   accorhotels.com

7. Van der Valk Hotel Eindhoven  
   Sportpark Aalsterweg, Eindhoven  
   valk.com/eindhoven
About the Opening and closing sessions

Monday evening 24 September
Official Opening Session

Official opening attended by Marlies Veldhuijzen van Zanten, the Dutch State Secretary for Health, Welfare and Sport, Constantijn van Oranje-Nassau, Deputy Head of Cabinet of Commissioner Kroes, Wim van de Donk, H.M. Governor of the Province Noord-Brabant and others. The Mayor of Eindhoven, Rob van Gijzel, will welcome guests to the Brainport Eindhoven Region. In a lively interview by Meike de Jong they will talk about the surplus value of AAL solutions in the daily life of people.

We will offer you an inspiring Opening Session and an informal welcome dinner with lots of networking opportunities!

Wednesday evening 26 September
Closing Session and Farewell Party

Official and celebratory Grand Finale with contributions by Brigite van Haaften, the member of the Noord-Brabant Provincial Executive responsible for Culture and Society, and Bert Pauli, the member of the Noord-Brabant Provincial Executive responsible for Economic Affairs and Administration. Subsequently, the Ministry of Health, Welfare and Sport will officially hand over to Sweden the organisation of the AAL Forum 2013. This will all be part of a vibrant talkshow presented by Ivette van der Linden.

The official closing will gradually pass on into a Farewell Party never to forget. Food, drinks and ... party time! Don’t miss it!
Input and feedback from interested Seniors on AAL

The main objective of the Ambient Assisted Living Joint Programme is to enhance the quality of life and independence of older adults through the use of ICT. In AAL Forum seniors, the (potential) end users, are usually under-represented. For the AAL Forum in Eindhoven, we circulated an open invitation for seniors to participate, give input in discussions and provide feedback on AAL solutions.

Almost 200 interested seniors (60+) registered and will participate in the AAL FORUM. They will share their opinions and feelings about various topics related to ICT & Ageing in general and AAL solutions in particular. Will seniors be interested in using and/or buying such solutions? For themselves, or for family and friends? Which benefits do they see and what issues should be addressed in the future?

Wishes and needs
The motivation of the AAL programme is in demographic change in Europe. This implies not only challenges but also opportunities for citizens, social and healthcare systems as well as for industry and the European market. It is a chance to create, to provide and to sell products and services that are useful and usable for seniors, based on their wishes and needs.

For structured feedback from seniors on AAL solutions, a special session is organized in the morning of September 25th and September 26th. Sixteen AAL projects will give a short presentation, followed by feedback from the audience via interactive voting and discussion.

The chair of both sessions is Louise Richardson, vice-president of AGE platform. This is a European network of around 167 organisations of and for people aged 50+ which aims to voice and promote the interests of the 30 million senior citizens in the European Union and to raise awareness on the issues that concern them most.

In the morning sessions, the following AAL projects will be presented. The rest of both days is available for visiting the exhibition, participating in AAL FORUM sessions and networking.
Side Events

Side events consist of normal sessions and workshops which are accessible to all registrants. They will take place before the official opening and after the official closure. These sessions have for the larger part been organised by third parties, for instance the EIP AHA working group on independent living and the UniversAAL project. Most of the papers in these sessions will also be included in the proceedings. They are marked in green, and refer to the F.

Closed sessions
The AAL Forum 2012 also offers some closed sessions. These have also been organised by third parties. Participation is only possible by invitation. In the overview of the programme you can find them as G. For example the two Venture Days G1 and G2 (Blue) are organised by Brainport Development.

Extra guided tour
On Thursday morning we offer you a Strijp-S Guided Tour. Visit the creative heart of Eindhoven art, technology, design. Rock, hiphop, dance, film, urban sports, unique hospitality are brought together. Strijp-S is the place to be! Be fascinated by this former Philips area. During the tours we emphasize it's Philips history but also give information about the future of Strijp-S. Discover the amazing constructions on the Strijp-S site: a unique experience, a unique site!

Participate in a Field visits
The organisation is proud to offer the Forum 2012 visitors the possibility to participate in a Field Visit.

The Netherlands has many years of experience in projects and initiatives in the field of smart living for the ageing population. A number of these opened their doors exclusively for the AAL Forum. You are welcome to join these Field Visits that are related to AAL projects in the Brainport region. For some of them is still room to attend on Thursday. Please ask at the registration desk.

Joep Brouwers, Vice Director
Brainport Development NV

The AAL Venture Days are part of the AAL Forum and offer a free two-day programme for a select group of around 250 people. The invitees are investors of venture capital and risk-bearing capital (V.C.’s and corporate), institutional investors and family offices as well as start-up and rapidly growing innovative companies in the fields of healthy ageing and related ICT, wellbeing, mobility and medical technology. Participation is by personal invitation from Brainport Development only. Joep Brouwers, vice director Brainport Development says: “We believe the AAL Forum is a great opportunity to attract venture capitalists from Europe and the US and let them experience the possibilities for investing Brainport Eindhoven Region has. We present them great show cases.”
## MONDAY 24 SEPTEMBER

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<td>09.00</td>
<td>G4 UniversAAL Training</td>
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<td>G5 EvAAL Competition</td>
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<td>G3 Action Group Independent Living</td>
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<td>G6 Young Researcher Workshop</td>
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<td>G4 UniversAAL Training</td>
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<td>G6 Young Researcher Workshop</td>
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<td>14.00</td>
<td>G4 UniversAAL Training</td>
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<td>F1 Active ageing and frailty</td>
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<td>F2 User C Design Lessons learnt</td>
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<td>F3 Innovate Dementia</td>
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<td>16.00</td>
<td>G4 UniversAAL Training</td>
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<td>F4 Social Companion Robotics</td>
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<td>F5 EIT HWB Business Community</td>
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<td>F6 Various Topics</td>
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<td>17.30</td>
<td>BREAK</td>
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<td>18.30</td>
<td>Plenary</td>
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**Plenary**

Grand Opening in Eindhoven Music Hall (Muziekgebouw) with several interesting speakers and entertainment.

Walking dinner and social evening

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## TUESDAY 25 SEPTEMBER

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<tr>
<td>09.00</td>
<td>Plenary opening</td>
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<td>A1 European Innovation Partnership on Active &amp; Healthy Ageing</td>
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<td>10.30</td>
<td>BREAK</td>
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<tr>
<td>11.00</td>
<td>C1 AAL Venture 1</td>
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<td>D2 Creativity &amp; Design</td>
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<td>A3 AAL policies in Europe</td>
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<td>B1 Lessons learnt</td>
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<td>E1 AAL middleware</td>
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<td>E6 Mobility AAL solutions</td>
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<td>12.30</td>
<td>LUNCH AT EXHIBITION Posters of YR &amp; PhD are explained during lunch</td>
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<td>14.00</td>
<td>G1 AAL Venture 1</td>
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<td>D4 Robotics</td>
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<td>A4 AAL outside Europe</td>
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<td>C7 Standardisation &amp; Interoperability</td>
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<td>E5 Fall prevention &amp; detection</td>
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<td>E12 Large scale roll-outs</td>
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<td>15.30</td>
<td>BREAK</td>
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<td>16.00</td>
<td>G1 AAL Venture 1</td>
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<td>D3 Creativity Workshop</td>
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<td>A6 AAL Award</td>
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<td>C8 Pre-Comm. Proc. in future AAL</td>
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<td>Cocktail party at the Exhibition in the Evoluon</td>
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### Wednesday 26 September

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<th>Time</th>
<th>PHILIPS HALL</th>
<th>CASTOR</th>
<th>JUPITER</th>
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<tr>
<td>09.00</td>
<td>C2 AAL Venture 2</td>
<td>B3 AAL national programmes</td>
<td>E3 Ethics of Data Mining</td>
<td>C3 Social Innovation</td>
<td>E2 AAL solutions</td>
<td>D6 Age Friendly EU</td>
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<td>G2 AAL Venture 2</td>
<td>B2 Call6</td>
<td>E7 Serious Gaming</td>
<td>C4 AAL2Business</td>
<td>E10 Connecting people</td>
<td>D1 Intergenerational Activities</td>
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<td>14.00</td>
<td>G2 AAL Venture 2</td>
<td>C9 Webtool Business</td>
<td>A2 Regional policies</td>
<td>C5 Value Netw. Analysis</td>
<td>E11 Designing with people</td>
<td>B5 Exit strategies</td>
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<td>G2 AAL Venture 2</td>
<td>C5 Living Labs</td>
<td>A2 Regional policies</td>
<td>C6 Living Labs</td>
<td>E9 Telemonitoring Integrated Care</td>
<td>B4 Future call topics</td>
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With several interesting speakers, food and music.

### Thursday 27 September

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SESSION F1

AAL: navigating between Active Ageing and Frailty

Date and time: 24 September 2012
14.00 – 15.30
Room: Neptune

Chairs: Lieke Hoogerwerf & Mark Sluiter, QHC/Enabling the future in Health Care

Session Content

In the Netherlands, the worlds of ‘Zorg’ (Care) en ‘Welzijn’ (Wellbeing) often seem unable to link up into a joint strategy of health care. Ambient Assisted Living is assumed to enable to connect both worlds, aiming at good quality of life, limited health care costs and high health care performance. Is it really possible? In this workshop we explore implementation and diffusion strategies, by examining the ‘match’ between two newly designed AAL-applications and changing practices of elderly care in The Netherlands.

► Ageing in the Netherlands: a changing landscape full of small scale innovations; some questions related to implementation strategies by public health care institutions
  Introduction by the chairs: Mark Sluiter and Lieke Hoogerwerf

► Examples of innovation in primary care; the role of technical innovation
  Victor Pop, Tilburg University, The Netherlands

► ARPEGE: A portable gerontological evaluation pack to detect frail elderly
  David Hewson, Rana Jaber, Aly Chkeir, Jacques Duchêne, Université de Technologie de Troyes, France

► Discussion facilitated by the chair: Arpege and Dutch primary care, do we have a match? Why? Why not? What are implications?

► Social innovation at Brabant Zorg: care teams prepare themselves for the future, how does technical innovation fit in? Learnings from a joint initiative with Hogeschool Utrecht and Actiz.
  Wil van der Laar, manager BrabantZorg, The Netherlands

► Inclusion Society: a new solution to the challenges of active ageing and frailty
  Thorhallur Gudmundsson, CEO hospital Organiser AS, Norway

► Discussion facilitated by the chair: social innovation versus a new solution, is there a match? Why, why not? What are implications?
Session Content

To design products and services for older users is not an easy task. The older population is characterized by a wide variation in cognitive abilities (which diverge with increasing age profile), a generally cautious outlook with which older people view technology (and ICT in particular) and the gap between the experiences of the developers and those of the users they are designing for. Furthermore there are cultural differences and ethical issues to be considered.

This session intends to address some of these challenges from a practical perspective, by sharing the experiences and the lessons learnt in conducting research work for and with senior citizens.

Two AAL JP Projects (EASYREACH and NOBITS) both fostering the social inclusion of the senior citizens are adopting a participatory design methodology specifically adapted to the elderly users.

A large-scale collaborative project, NETCARITY, was just recently completed and it can be considered a successful project. The experience made and the insights gained can provide useful suggestions to current and future projects and allow them to overcome obstacles and improve their results.

► Understanding the needs of the elderly users – The EasyReach approach
  F. Papa, Fondazione Ugo Bordoni, Roma, Italy

► The user as a co-developer – Lessons learnt in the NOBITS project
  L. Morganti, Istituto Auxologico Italiano, Italy

► Validating the results of the research work with the users
  Ilenia Gheno, Age Platform Europe, Brussels

► Designing with older adults – Lessons learnt in the NETCARITY project
  Wil Rijnen, Smart Homes, Eindhoven, NL

► Personal data privacy and security – The NETCARITY solution
  Bas Goossen, Smart Homes, Eindhoven, NL

► What works and what doesn’t?
  Udo Weimer, University of Tuebingen, Germany

► General discussion
Innovate Dementia is an INTERREG IVB North West Europe programme, an transnational programme with eight partners from different regions in North West Europe that aims to develop innovative solutions in care for persons with dementia. In this session the Innovate Dementia project will be introduced.

Ageing is a large socio-economic threat in Europe and a top priority issue at EU level. Dementia is a leading psychiatric condition for people over 60. It is a slowly progressing, non curable, condition with approx. 70% having Alzheimer disease. 60 % of all care is given by informal carers and most of them are overburdened (Alzheimer Nederland, 2008). Dementia needs higher recognition as cases are expected to double in 2025.

Innovate Dementia aims at boosting innovation and employment by strengthened cooperation at international level between all concerned parties to develop, implement and integrate innovative, long-lasting solutions to the socio-economic challenges linked with ageing and dementia.

► Care for people with dementia
Ralf Ihl – President of the European Association of geriatric psychiatry

► Panel discussion on various aspects of Innovate Dementia: a.o. lighting; nutrition and physical activity; living environment and models of care for persons with dementia and their carers.
Panellists are:
• Ralf Ihl – President of the European Association of geriatric psychiatry
• Chantal van Audenhove, Univ. of Leuven, Belgium
• Elke den Ouden, Eindhoven University of Technology, NL
• Graham Smit, Liverpool John Moores University, UK

► Key note: Innovative care models for persons with dementia and their family carers
Patricia Ceysens, former Flemish minister of Economy, Entrepreneurship and Innovation.

**Session F4**

**Date and time:** 24 September 2012  
**16.00 – 17.30**  
**Room:** Neptune  
**Chair:** Atta Badii, University of Reading, UK

### Session Content

The European Research in Ambient Assisted Living is moving towards the integration of social-assistive robotics into adapted legacy-home and smart-home environments to provide support for the older and impaired persons living at home independently. The research in this area has to meet the challenges of user-centred prioritisation of system affordances through co-design of usability features that best support the targeted user-system relationship. Such research has to arrive at socio-ethico-technically acceptable and persona-adaptive systems that can be easily re-adapted and re-trained to remain safety-privacy-dignity preserving, useful, affordable, and responsive to the users’ changing needs.

The design of such advanced systems for enhanced quality-of-experience, irrespective of whether they may be specifically intended as assistive-rehabilitative systems or for enhanced empowerment and comfort of all types of users, demands a dynamic usability modelling approach (e.g. UI-REF) to ensure that user-led dynamic prioritisation of system functionalities is guaranteed by co-design.

Ultimately the objective has to be to deliver a spectrum of solutions within a framework architecture for graceful semantic integration of the intelligent sub-systems that need to cooperate seamlessly to provide for safety-care-and-comfort support of the user.

This workshop, the 7th in the series of CRI workshops, is led by the CompanionAble Consortium and includes different experts, stakeholders and end users. Results of usability evaluations will be presented and affordability design and engineering consistent with legacy and emergent social value networks and pre-competitive procurement will be discussed. Demonstrations will be given in the exhibition.

- **Establishing European AAL value constellations (Eco-System) through innovative public-sector partnerships support and affordability engineering,** Atta Badii, University of Reading, UK
- **CompanionAble: an integrated cognitive-assistive smart home and companion robot for proactive lifestyle support,** Claire Huijnen, Smart Homes, The Netherlands
- **SocialRobot: Elderly home Care and socialization,** José Prado, Coimbra, Portugal
- **KSERA: Making video communication mobile by using a small humanoid social assistive robot**  
  Paul Panek, Vienna, Austria
- **ALIAS: The Ambient Adaptable Living Assistant is Meeting its Users**  
  Frank Wallhoff, Oldenburg, Germany
- **Discussion**
Session Content

Sustainable energy supply, intelligent traffic management and increasing the quality of life are just some of the challenges that society, business and politics will face in the future. Innovative ICT technologies offer new ways of giving a much needed boost to finding alternative solutions.

EIT ICT Labs is selected as one of the first three Knowledge and Innovation Communities (KIC) supported by the European Institute of Innovation & Technology (EIT). Its mission is to turn Europe into a global leader in Information and Communication Technologies innovations. The knowledge triangle of research, business and education has to be transformed into ICT innovations that act on the challenges and opportunities of the Digital Society and enhance the quality of Life. The so called Action Line Health and Wellbeing fits in the deployment of the EIT ICT Labs strategy. Achieving the overall goals of the action line requires close collaboration in the knowledge triangle of education, research and business development.

ICT for Health & Well-being (HWB) and Active Healthy Ageing (AHA) are two areas in which Europe can credibly claim to lead the global field. To consolidate and spur this position, EIT ICT Labs has taken the initiative to start up the EIT Health & Well Being Business Community through its Action Line H&WB to strengthen, integrate and mobilize local ecosystem actors and invite innovative SMEs from various European countries to take part. The programme focuses on identifying new large-scale business opportunities and offering the support needed to ensure international business development and successful implementation.

Global and societal trends like the aging population and the growing consumer empowerment, call for an innovative and entrepreneurial ICT enabled & supported approach towards Health and Wellbeing. The Action Line (AL) Health and Wellbeing (HWB) will improve the quality of everyday life via the development of ICT enabled services supporting a sustainable healthy lifestyle in the context of Ambient Assisted Living (AAL) and Active Healthy Aging (AHA).

- Improve the quality of life via the development of ICT for an active and healthy lifestyle
  Jean Gelissen, Philips, Eindhoven, NL
- EIT ICT Labs: What is in it for you?
  Patrick Strating, EIT ICT Labs Eindhoven, NL
- EIT HWB Business Community
  Marko Turpeinen, EIT ICT Labs Helsinki, Finland
SESSION F6

Various: Tour d’Horizon on AAL subjects

Date and time 24 September 2012
16.00 – 17.30

Room Castor

Chairs Johan Beun, Markiva, NL & Oleg Medvedev, Moscow, Russia

Session Content

The call for contributions of the AAL Forum 2012 has resulted in a large number of interesting ideas, views and solutions beyond the fixed AAL FORUM topics.

In this session a variety of projects and initiatives will be presented that are part of the AAL research and/or business community.
A tour d’horizon will be made along aspects and items that can give you new inspiration and imagination for further work in this broad and interesting area.

► Establishing European AAL Value Constellations (Eco-System) through Innovative Public-Sector Partnerships support and Affordability Engineering, The PAMAP Project experience: user’s and technician’s perspectives
Markus Weber, Kaiserslautern, Germany

► Co-Living: Innovative end-user driven ICT platform for active social living
Christiana Tsiourti, Coimbra, Portugal

► Age@home: ICT-solutions for self-determined aging in familiar environments
Alexander Stocker, Graz, Austria

► Go Dibiking
Ron Otten, Hilversum, The Netherlands

► NFC Innovation of the Year 2012 improves healthcare by stimulating therapy adherence
Frans Copini, Doorn, The Netherlands

► FOOD: a Framework for Optimizing the prOcess of FeeDing
Paolo Ciampolini, Parma, Italy

► Air quality early warning to prevent breathing difficulty
Jiri Havlik, Prague, Czech Republic

► The use of telemedicine and eHealth tools in early diagnostics, treatment and rehabilitation of patients with hearing disorders causing functional decline
Maciej Ludwikowski, Warsaw, Poland

► Homage for Life –A Personalized Self-Service Platform for the Aging-In-Place Industry
Shoshan Shacham, Ramat Hasharon, Israel
PLENARY SESSION A1 ▶
▶ AAL and the Active and Healthy Ageing EIP – opportunities to connect and grow

Date and time 25 September 2012
              9.00 – 10.30
Room          Philips Hall
Chair         Mike Biddle, president AAL Association, TSB, UK

Session Content

Since 2008, the Ambient Assisted Living Joint Programme (AAL JP) has been funding projects to develop AAL solutions through 5 distinct calls for proposals. The outcome of these projects will contribute to achieving the overarching goal of the European Innovation Partnership on Active and Healthy Ageing (EIP AHA), which by 2020 aims to increase the number of healthy life years in Europe by two years. The AAL JP has contributed to the Strategic Implementation Plan for the EIP AHA and is hosting the action group as pre-conference activity of the AAL Forum in Eindhoven.

The Innovation Partnership provides a unique opportunity for the AAL JP to foster important integration of various players that are essential for the successful implementation of AAL solutions and thus contribute to the (commercial) success of AAL JP projects. Thus this session will allow a close discussion between EIP-AHA, the AAL JP and the different important players in the AAL field.

In the introductory presentation to this session, the main elements of the EIP AHA (objectives, goals, scope, partners, governance, etc.) will be explained. The introductory presentation will be followed by an interactive discussion with panel and audience. The panel will include members of the European Commission, SME and industry representatives, end-user associations, research organisations and National Funding Agencies. They will discuss the joint benefits that the AAL JP and the AHA EIP can achieve together and how they can most effectively interact. This discussion will also seek to put the joint efforts of the AAL JP and the EIP AHA in the current economic context, identify the opportunities for future growth and discuss the possibilities to overcome the market entrance barrier. Two members of the of European Parliament will give a reflection on the discussion.

▶ Speakers/panellists

Marja van Bijsterweld, Minister for Education, Culture & Sciences of the Netherlands
Brigite van Haaften, Provincial executive for a.o. Welfare & Healthcare of Noord-Brabant
Neelie Kroes (video message), Vice President of the European Commission
Paul Timmers, Director Sustainable & Secure Society, DG CONNECT, European Commission
Jeroen Wals, Chief Technology Officer, Philips Healthcare Solutions, Eindhoven
Inger Hagen, Forget-me-not, Norway
Barbara Kuss, Forschungsinstitut des Roten Kreuzes, Austria
Rick Hutley, Vice President Innovation, Cisco, San Jose, USA
Lambert van Nistelrooij, Member of European Parliament
Kartika Liotard, Member of European Parliament
SESSION A3 ➤ National AAL Policies in Europe

Date and time  25 September 2012
               11.00 – 12.30
Room         Jupiter
Chair        Daniel Egloff, Fed.dpt. of Economic Affairs / OPET, Switzerland

Session Content

For the past 4 years, the AAL Joint Programme has been driven by AALA Partner States, which have committed to develop solutions for the ageing population. 23 European countries are now participating and in close cooperation contributing to this programme. Over the years, several AALA Partner States such as Austria, Germany, UK, Spain, The Netherlands and Denmark (among others) have developed specific national policies and strategies in the field of Ambient Assisted Living (AAL). Some of these countries also run national funding programmes dedicated to research and development of AAL solutions. In other AALA Partner States, AAL solutions are funded in the context of a programme with a wider scope (such as eHealth for instance) and as a consequence no specific national AAL policies or strategies have been formulated.

Looking ahead and thinking about the future directions of the AAL JP, the AAL Forum in Eindhoven presents a good and timely opportunity for all AALA Partner States to present and discuss their respective national situations.

This session entitled “National Policies” aims at fostering a common understanding of the collaborative work in the future within the AAL JP and give time to reflect on the directions taken on a national level within Europe. Furthermore, it will provide an opportunity to present and discuss the different priorities, approaches and existing synergies also beyond the AAL JP.

The discussion will be around a set of questions e.g.:
• How can National policies support the future direction of the AAL JP?
• Where do you see the strongest synergies with other countries?
• What have been the national benefits of participation in the AAL JP?
• Which problems arising from the cooperative nature of the AAL JP can and should be solved?
• How does Horizon 2020 / EIP AHA connect with national AAL policies?

➤ Speakers
Sita Kishna, Ministry of Health, Welfare & Sports, The Netherlands
Mike Biddle, Technology Strategy Board, UK
Stephan Arnold, Federal Dpt. of Internal Affairs / Social Security, Switzerland
Kerstin Zimmermann, Federal Ministry for Transport, Innovation and Technology, Austria
Ann-Mari Finemann, Vinnova, Sweden
SESSION A4 ►

International AAL Policies outside of Europe

Date and time 25 September 2012
14.00 – 15.30
Room Jupiter

Chair Ann-Mari Fineman, Member of Executive Board of AALA

Session Content

The AAL JP has brought together a wide range of Partner States to build an AAL community in Europe, and now is the time to consider how we can connect with wider international opportunities to address the global market. To date, the links between the AAL JP and AAL activities outside of Europe have been ad hoc, even though there are numerous related activities on other continents and collaborations between the AAL communities exist.

A recent more systematic survey of international AAL activities by the AAL JP has analysed the current situation in countries facing demographic change. The AAL JP survey has particularly focused on the following three types of organisations in countries outside of Europe:

Among others, a number of countries including Japan, South Korea, Australia, the USA, Canada or China have dedicated policy institutions and programmes, research institutes and end-user platforms to address questions associated with an ageing population. Taking into account the different political contexts, an exchange between European and international policy and programme directors has hence the potential to benefit AALA Partner States, our international guests and ultimately older adults in different parts of the world.

In this session, representatives from non-European countries will present their policies / initiatives, funding instruments, organisations and institutes, potential markets and end-user needs.

► Speakers/panellists
Japan - Akihiro Nakajima
Attachè for Innovation, Embassy of Japan in Belgium
South Korea - Jung Yoon Soon
Health and Social Affaires Attaché, Embassy of South Korea in Belgium
Canada - Jutta Trevir anus
Professor/Director Inclusive Design Research Centre & Inclusive Design Institute OCAD Unive rsit
Brazil - Adriana Z F Feal
Chairman of the Commission on Elderly’s Right in São Paulo
SESSION A6 ►

AAL Award

**Date and time**

25 September 2012
16.00 – 17.30

**Room**

Jupiter

**Chair**

Peter Seraga, AALA Advisory Board, UK

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**Session Content**

This award is intended to recognize the most promising project of the Ambient Assisted Living Joint Programme that demonstrates great promise in terms of innovation, human-centric approaches to development and market potential.

The AAL JP programme has invested significantly in almost 130 projects since 2008/9, of which several are now beginning to show results and demonstrating real market potential. We believe that the award is important and will help to create and raise levels of awareness of the AAL JP progress, and results from the projects, whilst at the same time highlighting the core ideas behind the AAL Joint programme.

This call is open to the AAL projects (call 1, 2 and 3 and 4) that have already started as of 1 September 2011.

**Selection criteria**

1. The level of innovation – in terms of novelty of concept, approach to the development of the solution from both technological and social perspectives.
2. Level and quality of end user integration and potential to improve the quality of life for older adults, their families, carers and significant others.
3. Market potential for the project – based on the analysis and understanding of the current and future AAL market trends as well as competition.

The judging panel will assess the submissions of all entries from which they will select a short list of the most promising who will be asked to submit some additional information. The panel will then reconsider the shortlist to select three finalists.

The Pitching and the award session

The 3 finalists will present their project work at the AAL Forum 2012. This pitching session will involve the finalists presenting their projects to the panel who will give positive and supportive feedback and pose questions to the participants.

Each presentation should be made by the project coordinator and/or another suitable representative (e.g. SME) in a defined format. The presentation and question period will be strictly time limited.

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**Announcement of Winner and Prize**

The winner will be honored with a special plaque during the Tuesday Evening Cocktail Party at the exhibition in the Evoluon and they will be given a free booth for next AAL Forum.
SESSION B1

Feedback Session to the AAL JP - Focus on lessons learnt, mistakes, barriers, benefits

Date and time  25 September 2012
               11.00 – 12.30
Room          Neptune

Chairs  Hartmut Strese and 3 co-chairs for the discussion tables: Pascal Fabing for Business, Gerda Geyer for End-users, Peter Hanak for Technology

Session Content

The session will not be based on presentations, but on world café interaction. The aim of the session is to provide feedback on different AAL-relevant aspects to the Ambient Assisted Living Joint Programme.

There will be three sections in the room which are reserved to three specific AAL-relevant aspects: market, end-users, technology. Each of the three aspects will be discussed on the project, the programme and the general levels. Attendees will be split in three groups. Each group will stay for 25 minutes in a topical area, then the group moves on to the next aspect. So each group will discuss each of the three AAL-relevant aspects.

It is assumed that the majority of attendees will be persons who are actively involved in AAL JP funded projects. Project partners, but also other attendees of the forum, are cordially invited to inform the Ambient Assisted Living Joint Programme about their experiences and opinions.

Each topic will be discussed on the project’s, the programme’s and the general/societal level.
Session Content

The Ambient Assisted Living Joint Programme currently finances over 100 Projects, all of which should enter the market within 2 to 3 years after the end of the funding period. Experience shows that it is not easy to bridge the gap between R&D and successful commercialisation of the developed products and services. There has been a lengthy discussion in the AALJP how to overcome these problems. Different workshops have already been organized to support the project consortia to plan the business part of the projects. The project consortia were also given the opportunity to present their case to Investors at the AAL Investment Forum in Odense and to participate in a competition in Lecce at the AAL-Forum. Although these measures helped to develop the business thinking of the project consortia, it still needs a coordinated effort to develop the business aspects of the AAL-projects and bring the project results successfully to the market.

The session will introduce the subject with an industry panel discussion (45 minutes). A presentation of a successful program to support and further entrepreneurship will follow. The session will be concluded with 2 presentations of venture investors.

- **Industry discussion panel – Developing Healthy Aging Solution into Commercial Success**
  Johan Feenstra, Samsung - Moderator
  Erik Vermeulen Tilburg University
  Steven Burrill, Burrill & Co
  Carlos Brazao, Cisco
  Walter Steinlin, CTI-Switzerland

- **CTI, a Swiss National Bottom up Program to Accelerate Innovations for Swiss SMEs and Startups**
  Walter Steinlin, President, Commission for Technology and Innovation CTI, Switzerland

- **Venture Investors Showcase their Investment Strategy in Healthy Ageing**
  Michael Brandkamp, High-Tech Gründerfonds
  Christina Takke, Forbion Capital
SESSION C7 ►

► How do we build an AAL Ecosystem of plug’n play products and services?

**Date and time** 25 September 2012
14.00 – 15.30

**Room** Neptune

**Chair** Michael Strübin, European Programme Manager
Continua Health Alliance

**Session Content**

Home monitoring solutions for chronically ill people are gaining momentum in Europe. Recently Denmark have decided that telemedicine and AAL solutions to be using Continua Health Alliance framework and guidelines. Why is Denmark doing so? What impacts will that have for the market uptake?

EU has invested significant to create platforms, middleware, roadmaps and several use cases to create the building blocks for an AAL market. So far without a significant market uptake. Which path should AAL follow? How can we learn from the telehealth market? Is this a way to follow? Can the European Innovation Partnership – Active & Healthy Ageing action group on Interoperability & Standardization make a difference?

► **Objectives**

To raise an European debate on how to switch the AAL standardisation and interoperability efforts from R&D projects in to real market standards

► **Panelist speakers**

Reiner Wichert, Fraunhofer IGD, Head of Fraunhofer AAL Alliance, Germany
Marco Eichelberg, Oldenburg, Germany
Claus F. Nielsen, DELTA, Kopenhagen, Denmark
Peter Wintlev-Jensen, EC DG Connect, Brussels
Mario Romao, Continua Health Alliance, Chair European Working Group
SESSION C8 ►

Pre Commercial Procurement

Date and time 25 September 2012
16.00 – 17.30

Room Neptune

Chair Veronica Laker, TSB, UK

Session Content

Supporting Independent Living for the Elderly through Robotics (SILVER) is a development project funded by the European Commission under the Seventh Framework Programme for research and technological development (FP7). The project started in January 2012 and will run for 42 months. The SILVER project will address to the challenge of finding new technologies or services by applying innovative approaches in public procurement policies. In this project the innovative solutions enable elderly people to continue independent living even with physical or cognitive disabilities. In Europe the PCP has so far been an under-utilized tool for promoting innovation.

The first objective of the project is to establish and execute an agreed PCP process to run a cross-border PCP call for tender with the participating countries. This PCP process should also be able to be used as a base on which participating countries can design national PCP calls outside of the SILVER project.

The second objective is to use the PCP process developed in the project to identify new technologies and services to address the challenge of Supporting the Independent Living of the Elderly through Robotics, by undertaking a joint PCP call for tender.

The aim is that in the future public organizations in participating countries and the EU are familiar with the PCP tool and use it to meet their needs. It is anticipated that making this PCP call new solutions are implemented in elderly care that in 2020 make it possible to care for 10% more care recipients with the same number of care givers. The aim is also to increase the quality of life for the elderly by making them more independent and increasing their health by assisting them to train their remaining capacities.

► Objectives

Explain the new instrument of PCP and how to apply for the actual call.

► Programme:

How does the Pre-Commercial Procurement process work?
Lieve Bos, European Commission

Challenges in the Homecare industry today. What does a Procurer expect?
Dennis Christiansen Sondergard, Odense, Denmark

How to apply for the SILVER call.
Questions and answers
SESSION D2

► What is this thing called ‘design’? – Dispelling the myths and conjuring new understanding

Date and time: 25 September 2012
11.00 – 12.30
Room: Castor
Chair: Jackie Marshall-Cyrus, TSB, UK

Session Content

Outright success in the exploitation and commercialisation of project outcomes from the first Call are yet to be determined, although the AAL JP has funded 5 collaborative research and development Calls since 2008. Despite this much learning and adaptation has taken place during this period and as the global economic, political, social and technological climates change, the AAL JP and its participants need to keep abreast and alert if European businesses and economies are to remain viable and competitive. Simply put, to survive in challenging economic conditions and stay ahead of overseas competition, EU businesses must add value – designing innovative products and services that will unlock new markets and deliver what consumers locally, regionally, nationally and internationally need and/or desire.

Design is increasingly being used beyond this traditional remit as a strategic tool which enhances performance and unlocks innovation. Research has begun to examine this interdisciplinary role of design, and future work must aim to understand its full impact on business performance.

This session aims to generate debate and discussion among participants on two levels. Speakers will dispel the myths and address poor or outdated understanding around design. Participants will gain a refreshing insight into how design has developed, diversified and responded in meeting the needs of economies, societies and innovation. The terminology and how the design knowledge base has expanded and is now an integral part of international social and economic strategies for business growth and development as well as improvement in the quality of life of their citizens. The presentations will be followed by an interactive discussion with the audience.

► The emergence of design as an enabler economic/innovation power
Mat Hunter, Design Council, UK

► Towards sustainable holistic ambient assisted living environments
Caroline Hummels, Fac. Industrial Design of Eindhoven University of Technology, The Netherlands

► UK government role as a design sponsor for innovation and growth.
David Kester, Design Expert, UK
Session Content

Design has been defined as the process that links creativity and innovation. It does this by shaping ideas to become practical and attractive propositions for users or customers; but what is creativity? How can it be fostered, developed or unleashed?

The aim of this session

To explore a knowledge base that has a proven track record in many other business sectors, including management and education. This knowledge base has facilitated diverse other market areas in the successful conceptualisation, development (including consumer-led approaches and prototyping) and exploitation of their products, services and systems. The application of its methodologies and perspectives to technological, business and social innovation has not received due attention within the AAL JP itself.

Therefore in the spirit of learning and changing to reflect the contexts in which innovation is taking place in the field of ambient assisted living, this session will provide participants with an opportunity to experience how to unlock their own creativity and those of their project teams. It demonstrates how with the right tools, innovation and AAL products and services can make the transition from poor uptake to exciting innovations that people really want.

Target audience

AAL community, public, industry, designers, academics, policy makers, older adults

Maximum number of attendees: 50 delegates

Workshop Lead: Jonne Ceserani (Power & Grace UK)
Session Content

Robots have been fascinating objects for a long time. Often “humanoids” are the first things people might think of. However, recent research has also learnt that other types of in house rolling objects could play a significant role in supporting the older adult and his/her carer. Sometimes, surprisingly positive reactions have been recorded when testing them with older adults. Of course, many things first have to be improved before a robot will really become a companion. In this session the results of a large number of ongoing European projects as well as the plans of just starting projects will be discussed.

- MobiServ: A new kind of coach in the journey to independent living, wellbeing, nutrition and safety services to older adults
  Herjan van den Heuvel, Eindhoven, The Netherlands
- Design, development and experimentation of ASTRO Robot Companion for ageing well and Ambient Assisted Living applications
  Filippo Cavallo, Pisa, Italy
- Florence – A Multipurpose Robot Platform to Support Elderly at Home
  Dietwig Lowet, Eindhoven, NL
- EXCITE - Enabling Social Interaction Through Embodiment: Robot as Drug
  Amedeo Cesta, Rome, Italy
- DOMEO: Cognitive-care robot for elderly assistance: preliminary results of tests with users in their homes
  Gábor Fazekas, Budapest, Hungary
- ACCOMPANY – Acceptable robotics companions for ageing years
  Gert Jan Gelderblom, Heerlen, NL
- Robot-Era: from the end-user’s perspective to robotics - Preliminary findings
  Fiorella Marcellini, Ancona, Italy
- RUBICON - Robotic UBIquitous COgnitive Network
  Stefano Chessa, Pisa, Italy
- McArm – user involved design of a smart arm-support for activities of daily living
  Dick van der Pijl, Eindhoven, NL
SESSION E1

AAL Middleware

Date and time: 25 September 2012, 11.00 – 12.30
Room: Pollux
Chair: Saied Tazari, Fraunhofer Darmstadt, Germany

Session Content

In the past years a lot of AAL Middleware solutions have been developed. It is obviously essential to abandon monolithic proprietary concepts for complete, comprehensive solutions in favour of few established middleware approaches that allow open AAL systems to evolve over time. Such middleware solutions will be the heart of flexible AAL platforms that allow future AAL solutions providing assistance and complementing the health and care systems to expand modularly and be customizable to individual needs, lifestyle and health progression. The benefit will be twofold: on one hand, the market will be open to the enterprises of different sizes to realize their ideas for new products and services that can be added easily to broad ranges of existing settings, and on the other hand, end users will be able to pick desired products and services over time according to their changing preferences and needs and whenever they can afford. However, the emergence of such flexible and customizable systems will depend on interface definitions ensuring ad-hoc interoperability at the semantic and process levels and recognized international standards or industry agreements.

The session will present the work of three most relevant projects for this specific topic by brief presentations and 3 short presentations. The remaining 15 minutes are reserved for discussion about the next steps towards consensus building and standardisation.

Opening and introductory remarks by Reiner Wichert, Fraunhofer-Allianz AAL, Germany
Evaluation of AAL Middleware Platforms Marco Eichelberg, Oldenburg, Germany
Evaluation of AAL platform and services The universAAL case. Dario Salvi, Spain
Living it up. Moira Mackenzie, Ferrymuir, Scotland
HOST innovative services to promote solidarity, technological and social inclusion of elderly people
Choni Doñate Martínez, Valencia, Spain
Mobile Mii - Mobile with Many Intelligence Inside Jean Louis Baldinger, Evry, France
HomeBrain: a case study Jan Havlík, Prague, Czech Republic
Developing analysis techniques for sensory data handling in home environment Ye Zhang, Oulu, Finland
Questions and discussion on next steps to achieve the vision of common AAL Middleware solutions led by Saied Tazari, Darmstadt, Germany
SESSION E4

AAL Solutions for persons suffering from Cognitive Impairment

Date and time: 25 September 2012
16.00 – 17.30
Room: Saturn

Chair: Marco Blom, Alzheimer-Netherlands, Bunnik, NL

Session Content

This session is focussed on ICT-based solutions for older adults with cognitive impairments/dementia and their (informal) carers.
Different aspects of design and use of ICT solutions by people with cognitive impairments will be presented, as well as results of trials, business case and market chances of the AAL solutions.

- Overview of AAL & EC projects for people with cognitive impairments and their (informal) carers
  Geja Langerveld, Den Haag, The Netherlands

- The importance of user engagement in designing technology for people with dementia
  Hazel Boyd, Bath, UK

- ROSETTA - User evaluation of the ROSETTA assistive technology system for people with dementia
  Franka Meiland, Amsterdam, The Netherlands

- Elderly and the daily use of tablet
  Bert Desmet, Kortrijk, Belgium

- Mylife - Multimedia technology for people with MCI: The first trial results
  Anja Wilbrandt, Berlin, Germany

- IT-REHAB – Integral Telerehabilitation System
  Helena Fernandez, Vigo, Spain

- MyGuardian: A Pervasive Guardian for Elderly with Mild Cognitive Impairments
  Inmaculada Luengo, Madrid, Spain

- Mylife end-user technology platform: Low cost technology with Android OS
  Lars Thomas Boye, Asker, Norway

- CONFIDENCE – A Mobility Safeguarding Assistance Service with Community Functionality for People with dementia
  Cornelia Schneider, Salzburg, Austria

- Ambient Light Guiding System for the Mobility Support of Elderly People
  Andreas Kuenz, Vorarlberg Austria
SESSION E5

Fall Prevention

Date and time 25 September 2012
14.00-15.30
Room Pollux
Chair Jerome Boudy, Telecom SudParis, France

Session Content
This session deals with the fall prevention problematic. Rationale and contents of this session:

- Attempt to prevent rather to detect a fall or distress event risk for dependent alone persons living in their home (even if fall detection is still important)
- Address the different prevention strategies currently developed through advanced research projects
- Try to exploit the potential noticeable change/variation within a care receiver’s profile in his/her daily habits and/or health, nutritional, social exercise status.
- Afford more freedom and flexibility to the care receiver and his/her relatives (family, care givers) by bringing him a better safety feeling and a positive mental
- Use common apparatus from the house through multimodality and/or smart home environments

The session will present first a tutorial on Fall prevention and the work of four most relevant projects for this specific topic by brief presentations (15 or 10 min each). The remaining 15 minutes are reserved for discussion.

► Introduction by the chair
► Tutorial presentation on Fall prevention,
  David Hewson, France
► Ageing in balance – Working towards less falls among older adults.
  Milla Immonen, Patrik Eklund, Heidi Similä, Tuula Petäkoski-Hult, VTT Technical Research Centre of Finland, Four Computing Oy Ab Ltd, Finland
► Impact of end-user integration within the fearless project.
  Rainer Planinc, Martin Kampel, Michael Brandstötter, Computer Vision Lab, Vienna University of Technology, CogVis Software und Consulting GmbH, Vienna, Austria
► User Requirements for an Ambient Event Detector: A Multi-Cultural Surve within the AAL Project FEARLESS.
  Stefan Ortlieb, Gaby Streffing and Claus-Christian carbon. Department of General Psychology and Methodology, University of Bamberg, Germany
► iStoppFalls
  Rainer Wieching, Institute of Information Systems, University of Siegen, Germany
## Session E6

### Mobility and supportive AAL solutions

**Date and time**  
25 September 2012  
11.00 – 12.30  

**Room**  
Saturn  

**Chair**  
Drago Rudel, University of Ljubljana, Slovenia

### Session Content

This session focuses on ICT-based solutions for older adults which will help them to sustain their optimal level of activity and mobility for as long as possible, as well as enhance their individual sense of confidence, autonomy, competence, security and safety.

Results of user surveys, requirements analyses and project experiences will be presented, including results of trials, business cases and market chances.

- **inDago: a peek at a mobile ambient intelligent future**  
  Peter Klein, Ludwigsburg, Germany

- **Supporting Older Adults' Indoor and Outdoor Wayfinding: Getting to Know the Users in Terms of Technology Usage, Learning, Travelling, and Navigation (The ENTRANCE project)**  
  Verena Fuchsberger, Salzburg, Austria

- **Assistance for Safe Mobility: the ASSAM Project**  
  Bernd Krieg-Brückner, Bremen, Germany

- **iWalkActive – The Active Walker for Active People**  
  Andreas Rumsch, Luzern, Switzerland

- **MobileSage – situated adapted guidance for the mobile elderly**  
  Ivar Solheim, Oslo, Norway

- **Aiding SuStainable Independent Senior Travellers to Navigate in Towns (The ASSISTANT project)**  
  Stefan Carmien, San Sebastian, Spain

- **WayFiS: Personalized way finding service for seniors**  
  Inmaculada Luengo, Madrid, Spain

- **AAL and Travel: Designing for the Needs of Senior Travel Workers and Older Travel Consumers**  
  Ozge Subasi, Vienna, Austria

- **MOBECs – Mobility by Safety. A Non-stigmatizing Mobility and Emergency Call System Ensuring a Safe Outdoor Mobility Chain**  
  Danilo Hollosi, Olderburg, Germany

- **STIMULATE – Building sustainable E2 Mobility services for elderly persons**  
  Estelle Ziegler, France

- **Discussion**
Session Content

In this session the focus is on projects promoting and enabling social interaction of older adults by ICT. In short presentations some (almost) finalised AAL projects will present how senior end users appreciate the AAL solution they developed and how they estimate their chances for the market.

- **WeCare – Pick and mix: integration of several ICT elements for social interaction** Stefan Burgers, Gilze Rijen, The Netherlands
- **Fostering social participation through social presence** Katja Neureiter, Salzburg, Austria
- **Fostering social interaction with user-centred smart TV’s – results from the FoSIBLE project** Mario Drobnic, Vienna, Austria
- **Natural Communication Device for Assisted Living – NACODEAL** Maite Cobo Abeytua, Burgos, Spain
- **A user-centred design approach to the development of a web portal – The NoBIts experience** Timea Jambor, Budapest, Hungary
- **A Wikipedia skin for senior citizens** Florian Frauchiger, Bern, Switzerland
- **SENIOR CHANNEL - an Interactive Digital Television Channel for Promoting Entertainment and Social Interaction amongst Elderly People** Ernesto Ruiz, Madrid, Spain
- **V2me – Virtual coach reaches out to me** Kerstin Klauß, Ludwigsburg, Germany
- **Join-In: preventing loneliness in the elderly through social networking** José López Bolós, Munich, Germany
- **Effective approaches to develop information and communication technologies attractive and useful for elderly people** Javier Gámez Payà, Munich, Germany
- **Strengthening social networks by combining physical and virtual meetings** Hein de Graaf, Koudekerk aan den Rijn, The Netherlands
- **AWARE – Ageing Workforce towards an active retirement** Clara Bollain, Valencia, Spain
AAL has not achieved market breakthrough despite clear socio-economic needs, socio-political support, and a growing population of potential customers with revenues over € 3000 billion. Stakeholders in the AAL community, for example the EIP-AHA on the side of European policy and the Lecce Declaration on the supply side, have tried to analyse this situation and to find about the challenges and ways out. One of the conclusions from these activities has been about “scaling-up and generating critical mass” as “key for successful implementation”, where “critical mass” refers to any of end users, suppliers, products and services.

Certainly, large-scale rollouts are an important instrument for involving or generating critical masses and achieving impact. They can end up with impressive showcases involving a critical mass of end users in their real life, establish de facto standards, and result in an initial portfolio of products and services that stimulate the market. Therefore, concrete steps towards the realization of such large-scale rollouts are being taken in the context of the 3millionlives programme in the UK and the Objective 3.2 of the call 6 of CIP ICT PSP “Towards open and personalised solutions for active and independent living”.

In this session, the above two programmes as well as the activities from Denmark, Netherlands and the Basque Country will give short introductions to challenges on the way of large-scale rollouts in order to stimulate open discussions on the kind of products and services for independent living that have a chance to be accepted by the end users, experiences with end users.

- Large scale roll-outs in Denmark
  Claus Nielsen, Delta, Copenhagen, Denmark
- Large-scale roll-outs in the UK
  Stephen Johnson, Department of Health, the Government of the UK
- Large-scale rollouts in the Basque Country
  Esteban de Manuel, Director of KronikGune Bilbao, Spain
- Experiences with smart houses, e-health and plans in the Netherlands
  Ad van Berlo, Smart Homes, Eindhoven, NL
- Objective 3.2 of the CIP ICT PSP Call 6: The ReAAL Project
  Saied Tazari, Fraunhofer IGD, Germany
- Open Discussions led by chairman
SESSION A2

Regional Policies in Europe

Date and time
26 September 2012
14.00-15.30 and 16.00–17.30

Room
Jupiter

Chair
Carly Jansen, Province of Noord-Brabant

Session Content

Regions in Europe fulfil an essential role in the implementation and upscaling of innovative AAL solutions and services, a process of innovation with many diverse stakeholders. Dozens of European regions developed regional policy and gathered a lot of experience and good practices on this matter. Most of them want to exchange experiences and learn from other European regions how to innovate and overcome barriers. Many European regions are currently involved in the process of connecting, building a European community and collaborating in European projects; to connect their innovation clusters with the rest of Europe, to exchange knowledge and experience, to put issues on the political agenda, to raise awareness and to make it happen.

The format will be an interactive workshop of 180 minutes (2x90), consisting of a keynote speech and 5 cycles of inspirational pitches by experts, followed by round table discussions of 10-12 participants.

Questions and items to be discussed:

• How to build interregional cooperation in an informal network and community?
• How to build new networks in regions? What are key factors for success?
• How can the regional government contribute to this process?
• How to activate stakeholders in Europe and build bridges between networks and experts?
• What’s the role of the regions in the action groups of the European Innovation Partnership on Active and Healthy Ageing?
• How do different cultures and political contexts of regions affect the engagement in informal networks?
• What do regions need to become engaged?
• How to put social innovation on the regional agenda?
• What are the key factors for success and how can the EC contribute?

Regional policy is the core business of the organizers of this session: the Community of Regions for Assisted Living (CORAL), its Interreg IVC project CASA and the e-Health network of the Assembly of European Regions (AER).

Purpose is to give a next boost to the cooperation of European regions on policy for AAL and AHA within the framework of both CORAL, AER, Interreg IVC and the European Innovation Partnership on Active and Healthy Ageing (EIP AHA). And to give the exchange of knowledge and experience in this field more profundity.

► Annamaria Zonno, CORAL, the Community of Regions for Assisted Living and expert international relations of the region Puglia, Italy.
► Peter Wintlev-Jensen, Head of Sector for ICT for Inclusion at DG CONNECT of the European Commission and European Innovation Partnership on Active and Healthy Ageing
► Marieke van Beurden, project manager Brainport Health Innovation, Eindhoven, NL
► Henriette van Eijl, policy officer DG Enterprise and Industry of the European Commission
SESSION B2 ►

► Pre-Announcement and Further Preparation of Call 6

**Date and time** 26 September 2012
11.00 – 12.30

**Room** Castor

**Chair** Hartmut Strese, VDI-VDE, Germany & Martin Jaekel, CMU AALA, Brussels

**Session Content**

During this session the topic of Call 6, working title “ICT-based solutions for Supporting Occupation in Life” will be pre-announced. An introduction to the wider topic is given by a key-note speaker and a member of the AAL Content Working Group.

Apart from pre-announcing the call topic to the wider AAL community, this session aims at discussing the topic with all stakeholders present at the AAL Forum 2012 identifying all important sub-topics and aspects that need to be taken into account for the formulation of the call.

► **Introduction into the call preparation process,**
  Hartmut Strese, Berlin Germany

► **Keynote presentation** Annaflavia Bianchi, Goldenworkers, Italy

► **Open discussion**
**SESSION B3**

► AAL National Programmes

**Date and time** 26 September 2012  
9.00 – 10.30  
**Room** Castor  
**Chair** Pekka Kahri, Finland

**Session Content**

The Ambient Assisted Living Joint Programme is a common funding activity of 23 partner countries. The backbone of the programme is formed by national funding activities. In this session we will show some of these funding activities highlighting different national approaches and expertises, including facts and figures.

► United Kingdom: Mike Biddle, Technology Strategy Board

The Dallas programme (delivering assisted living lifestyles at scale) in the UK is exploring new ways of using innovative products, systems and services to create more independent lifestyles that will help hundreds of thousands of people by summer 2015.

► The Netherlands: Barbara van der Linden, ZonMW

In NL the AAL JP is a counterpart of several national programmes in the long term care sector that make use of ICT aiming at development and implementation of laboursaving innovations and care networks for frail elderly, telecare and domotics in small scale housing for people with dementia.

► Spain: Jose Luis Monteguado, Ignacio Baanante Balastegui, ISCIII

AAL activities in Spain have been supported by several National and Regional research funding bodies under the big umbrella of the National Plan of Research, Development and Innovation. AAL has consolidated as one of the most active areas on ICT innovation attracting the interest of technological institutes, academic groups, SMEs, telecomm, health and social researchers as well as public and private organizations.

► Germany: Axel Sigmund, VDIVDE-IT

German Federal Government’s Research Agenda for Demographic Change “The New Future of Old Age”: These research efforts are aimed at bringing together the relevant scientific disciplines whilst placing a focus on action areas of special importance to seniors: mobility and communication, longer employability, housing, health and care, as well as social and cultural inclusion.

► Austria: Gerda Geyer, Austrian Research Promotion Agency

In 2008, the Austrian Ministry of Transport, Innovation and Technology has launched a national AAL programme entitled “programme benefit”. The focus of the calls was on “ICT-based Solutions for Active Aging”. So far, the programme funded 66 projects.
SESSION B4 ►

► What’s next? The new AAL wave (Future Calls)

**Date and time** 26 September 2012 16.00 – 17.30

**Room** Saturn

**Chair** José Luis Monteagudo, Spain

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**Session Content**

A central element for the follow up AAL JP is just to consider the thematic map to be covered by future calls in light of the policy strategic goals at EU and MS, the AAL Association and other stakeholders, in particular users and industry.

The experience of the thematic coverage by the 5 past calls (and the 6th under decision process) offers a basic reference to analyse for a new stage. Other elements to consider refers to detected gaps, emerging priorities and market trends as well as synergistic approaches and complementarity with other initiatives.

- **Views from EC**
  Speaker: Peter Wintlev Jensen, DG INFSO –EU, Brussels

- **Views from end-users**
  Speaker: Heidrun Mollenkopf, Heidelberg, Germany

- **Views from industry - SME**
  Speaker: Antonio Remartínez, Zaragoza, Spain

- **“Where do we go from here?” - A Preliminary Evaluation of the EU Ambient Assisted Living Programme**
  Peter Roelofsma, VU University Amsterdam.

- **An ecosystem of products and services for ambient intelligence – the AAL4ALL perspective**
  Liliana Ferreira, Lisbon, Portugal

- **Discussion**
SESSION B5

Ethical aspects: Focus on exit strategies

Date and time: 26 September 2012
14.00 – 15.30
Room: Saturn
Chair: Louise Richardson, Vice-President AGE Platform Europe, Ireland

Session Content

It is commonly accepted that AAL projects must consider ethical aspects. Several guidelines provide the framework for dealing with different aspects of applied ethics when involving end-users in projects and when developing AAL solutions.

In this session we will focus on exit strategies during the concluding phase of the project, the interrelatedness to the topical area of a project, as well as the methods applied in end-user involvement. We will discuss exit strategies that have already been adopted and those which are planned for adoption. The aim of the session is to present a variety of exit strategies and discuss their pros and cons.

Information about the importance of exit strategies has been spread by the AAL JP. Requirements regarding exit strategies may differ significantly, both from project to project and also according to the specific topic investigated. When designing the involvement of primary end-users in a project, it should be taken into account that end-users may become accustomed to the special attention and services they receive during the project. When people become deeply involved, the termination of the project may itself create problems. Provisions for dealing with such issues are necessary in order to avoid distress and negative reactions among end-users as the project is concluded.

The session aims at demonstrating a variety of exit strategies, taking into account the different topical areas within the AAL JP and, consequently, the different implications of the exit strategies.

▸ Exit strategies of a large scale AAL related project as a best practice example
Walter Hlauschek, Ceit Raltec, Schwechat, Austria

▸ Exit strategies in project SoMedAll.
Tuula Petäkoski-Hult, VTT (Finland)

▸ Exit strategies in Project LILY.
Marjo Rauhala, Technical University of Vienna, Austria.

▸ Exit strategies in project Co-Living.
Cindy Wings Orbis, Sittard, NL

A final debate including the panellists and the audience will conclude the session.
SESSION C2 ▶
▶ Economic and Social Impact of Innovation Support Programs

**Date and time** 26 September 2012
9.00 – 10.30

**Room** Philips Hall

**Chair** Eric van den Eijnden, Dutch Expansion Capital, Eindhoven, NL

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**Session Content**

The Ambient Assisted Living Joint Programme currently finances over 100 Projects, all of which should enter the market within 2 to 3 years after the end of the funding period. Experience shows that it is not easy to bridge the gap between R&D and successful commercialisation of the developed products and services. There has been a lengthy discussion in the AALJP how to overcome these problems. Different workshops have already been organized to support the project consortia to plan the business part of the projects. The project consortia were also given the opportunity to present their case to Investors at the AAL Investment Forum in Odense and to participate in a competition in Lecce at the AAL-Forum. Although these measures helped to develop the business thinking of the project consortia, it still needs a coordinated effort to develop the business aspects of the AAL-projects and bring the project results successfully to the market.

The session will house a panel of experts in the development, (international) growth and ultimately the sale, exit or further expansion of high-technology companies with a clear market potential. These experts, many of whom direct financiers and some experienced (ex-)entrepreneurs, will share with the audience their vision on how to collaborate most effectively with high-growth enterprises and maximize joint results. This panel discussion will be followed by presentations of two major venture investors.

▶ **Keynote** by Erik Vermeulen Philips, and Professor of Business and Financial Law at Tilburg University

▶ **Industry discussion panel – Building and funding international growth companies**

Eric van den Eijnden, Dutch Expansion Capital - Moderator
Bjorn Tremmerie, European Investment Fund
Erik de Heus, PHS FUND
Karl Naegler, PMV
Claus Andersson, Sunstone Capital
John Constantino, NGN capital
SESSION C3

Social Innovation: connecting the dots...

Date and time: 26 September 2012
9.00 – 10.30

Room: Neptune

Chair: Henriette van Eijl, DG Enterprise, EU, Brussels

Session Content

Many innovation programmes and investments suffer from the gap between what we know we can do, and what is actually being adopted and used. The result is that vital innovative technology can remain unused and miss its full potential to improve health outcomes and reduce costs at scale. For innovative ICT to reach its true potential we need to understand how to connect the innovations to society and the people in it. Connecting the dots will mean that ICT innovations can truly transform our society and its needs.

In this session we will hear from some exciting programmes and initiatives that have transformed services in their sector. This is set against the European Policy context of social innovation, including the Social Innovation Europe (SIE) programme and examples of social innovation networks and entrepreneurship throughout Europe. In the discussion we can explore how this can help your innovation.

► How do we support social innovation and why does it matter? European policy on social innovation: Social Innovation Europe initiative
Henriette van Eijl, EU, Brussels and Louise Pulford, Young Foundation, UK

► How to build a learning community of different stakeholders across Europe for targeted deployment of Active&Healthy ageing solutions?: The ENGAGED Thematic Network project
Jantiene Slabbekoorn, EHMA, Brussels, Belgium

► How social innovation contributes to wide scale deployment of interoperable Smart Care solutions in the region of Noord-Brabant
Henk Eertink, Novay, Enschede, NL

► AAL 4 DS: Can AAL technology help people with Down Syndrome to live Better Lives?
Juan Carlos Augusto, Ulster, UK

► Discussion
Moderator: Maggie Ellis, London School of Economics, UK
Conclusion: Henriette van Eijl
SESSION C4 ►

The way to the market: AAL2Business

Date and time: 26 September 2012, 11.00 – 12.30
Room: Jupiter
Chair: Martin Jaekel, CMU AALA, Brussels

Session Content

The AAL Joint Programme has launched a support action that aims at facilitating market access for the projects that are funded by the Programme. This support action is called AAL2Business, which is coming to the end of its pilot phase in September 2012. The AAL Forum is thus the ideal place to discuss the findings of this pilot phase.

The session will present the work of VTT and its consortium partners, who carried out during this pilot phase (45 min). In addition, the initiative TechnolAge led by Ernst & Young will present its analysis of successful business models in the field of Active Ageing. The remaining 20 minutes are reserved for discussion between a moderator, a panel of experts and the audience.

► The outcomes of the pilot phase of the AAL2Business support action and the recommendations of the AAL2Business consortium.
  Minno Isomursu and Arto Wallin, VTT, Finland
► Successful business models in the field of Active Ageing.
  Anna-Karin Ostlie, Ernst & Young, Italy and Jeremy Millard, Danish Techn. Inst., Denmark
► Scale up of the AAL2Business support action: how to best foster market access.
  Panelists: Urs Guggenbuehl, Minno Isomursu and Anna-Karin Ostlie
SESSION C5 ►

► Value network analysis and business model opportunities

Date and time  26 September 2012  
14.00 – 15.30

Room  Neptune

Chair  Piet Verhoeve, Televic, Belgium

Session Content

AAL services and in general, eHealth and mHealth services are believed to be an indispensable part of the solution for the increasing elderly population in most Western European countries. Despite numerous successful pilot projects, the uptake of this kind of services is less promising. Most services can’t cope with one or more of the seven barriers of AAL services. Identified barriers are: 1. Regulations, 2. Financing, 3. Lack of (medical) evidence, 4. Standardization and uniformization, 5. Support by the care givers, 6. Cultural acceptance and support by the care recipients, 7. Service offer and knowhow

Barriers to be addressed within this session are:

• Standardization and Uniformization: Towards a national data sharing platform to reveal the real value of AAL related data.

• Financing: The boundary conditions of business model development and change processes in young ventures: How do these ventures deal with the challenges of a new, emerging industry?

• Service offer and knowhow: Dynamic Capabilities as result of a failure in the value proposition of an AAL service. (Telesenior service)

Opening and introductory remarks

Frederic Vannieuwenborg, IBBT-IBCN Ghent University, Belgium

Charlotte Pauwels, Ghent University, Belgium

Sofie Maes & Piet Verhoeve, OCMW Kortrijk, Kortrijk, Belgium & Televic, Izegem, Belgium

Going beyond pilots Carlos Garcia Cordillo, Spain

acCURate-Business Arend Roos, Middelburg, The Netherlands

ICT for independent living... Is there a sustainable business? Silvio Bonfiglio, Saronno, Italy
SESSION C6

Living Labs, user-driven approach to facilitate AAL service innovation and accelerate successful market entry

Date and time: 26 September 2012  
16.00 – 17.30  
Room: Neptune  
Chair: Bram Lievens, IBBT-SMIT-VUB, Belgium

Session Content

Living labs are becoming more prominent innovation-instruments for addressing the societal challenges: improve the quality of life (of elderly and their family), optimize the quality and productivity of caregiving and strengthen the industrial base throughout Europe. These user-driven open innovation ecosystems have the ability to merge research and innovation processes within the local, real-life context of patients, caregivers, etc. The living lab approach bridges the different gaps between technology ideation and development on the one hand, and market entry and fulfillment on the other.

In this session we want to discuss the success stories and bottlenecks of Living Labs as a new mainstream innovation method to facilitate AAL service innovation and accelerate successful market entry (also cross-border).

► Welcome & general introduction  
Bram Lievens, IBBT-SMIT-VUB, Belgium

► Living Lab short (6 min.) testimonials on successful experiences & bottlenecks
  • HealthLab.nl: experiences with one year health living lab in the Amsterdam region, Ben Kröse, Hogeschool van Amsterdam, The Netherlands
  • Delivery of feedback on Health, Home Security and Home Energy in Aware Homes, Julie Doyle, Casala - Dundalk Institute of Technology, Ireland
  • PROF open-innovation model, Piet Verhoeve, Televis Healthcare, Belgium
  • Les ateliers d'Humanicité Lille, Cédric Routier, UCL, France
  • ICT Innovation in Africa using Living Labs as a Methodology, Darelle van Greunen, Nelson Mandela Univ, South Africa

► Transferring AAL products & services cross-border by living lab collaboration
  • Results of the Apollon pilot in homecare and independent living, Karen Willems, IBBT-SMIT-VUB, Belgium
  • The ENoLL thematic network of living labs on “health, wellbeing and smart care”, Speaker unknown, ENoLL, Belgium

► Interactive group discussion: challenges for companies / living labs in AAL service innovation and validation in new/cross-border markets
Interactive group discussion (25 minutes)  
Short plenary feedback of the group discussions (5 minutes)

► Wrap up: an industry perspective on AAL service validation in living lab context
Patrick Anthonissen, Zorgvoorelkaar, Breda, NL
SESSION C9 ►

Webtool for AAL Business cases: Make the benefit of your innovation visible

Date and time 26 September 2012
14.00 – 15.30

Room Castor

Chair Marian Schoone, TNO, Hoofddorp, The Netherlands

Session Content

When having an idea for new products, or methods to improve care, it is important to know if the innovation is worth the investment in time and money. Can we earn back the investment and how? What are the costs and benefits for all parties involved, i.e. client/consumer, service or care provider, manufacturer, health insurance company. In a business case all important variables are considered in a structured way. This will increase insights in the effects of the innovation and give input to further improve the innovation.

The Dutch agency for Healthcare Research, ZonMw, has asked TNO to develop several tools to build business cases for innovations in long-term care, primary care and psychiatric care. This summer an English version of the web tool for long-term care has become available. The web tool is available for free via the internet. A short instruction video explains the use of the tool. With these tools health care providers and advisors can assess the effects of an innovation in an early stage to fund their decisions for investments. The assessment will make clear what the investment will offer in terms of productivity, quality of care and services, money, or work satisfaction.

A business case can be used to convince partners within a consortium or support the decision-making process within the organization, but also to present the benefits of the innovation to external investors or public funding parties. Making a societal business case is an important step on the road to market for each new product or service.

Recently, for four on-going AAL innovation projects, a business case is being composed by the Dutch project leaders with the help of the web tool “Business case Long-term Care”. The experiences in the four participating projects and one or more of the resulting business cases will be shared with the audience.

Workshop

In the 90 minutes workshop we explain the use of the web tool and present one or more business cases from the AAL innovation projects from calls one to four. In the workshop we provide room for hands-on experience with the English web tool for long-term care. Together with the participants we will explore the possibilities of the tool for their own innovation projects. We also offer a short paper presentation of the tool, its purpose and recent experiences within AAL projects.

The following persons will give a short presentation in this workshop:

Marian Schoone (TNO) – chair
Evelien Rijken (TNO)
Inge Jochems (Orbis)
Robbert Smit (PresenceDisplays)
SESSION D1 ►
► AAL & INTER-GENERATIONAL ENGAGEMENT

Date and time: 26 September 2012
11.00 – 12.30
Room: Saturn

Chair: Jackie Marshall-Cyrus, Technology Strategy Board, UK

Session Content

2012 is the European Year of Active Ageing and Solidarity between Generations. Generations are not only defined by age groups or family relations.

For a good understanding of the impact of ‘generations’ in the context of AAL, it is important to have a closer look at the background, views and values of different generations from a socio-cultural and economic perspective. Furthermore we will discuss implications for cross generational engagement in AAL and the ways in which ICT can support this. This is an important step in changing a burden-based vision of an ageing society to an asset-based vision in AAL. How will this open up new markets for innovation and AAL? Examples of intergenerational engagement with different objectives will be shown in the session.

► The concept of generations and how this influences the use of ICT
   Sabina Meiling, Fontys Hogeschool, The Netherlands
► Thinking about generations: How we design and create products/services for people
   Gus Debarats, The Alloy, UK
► Examples of intergenerational projects with ICT
► “ELDY: our intergenerational experiences to teach seniors the use of computer”
   Anna Bianco, ELDY
► SeniorEngage – intergenerational transfer of workrelated professional knowledge
   Jenny Woodard, CRIC
► The Amazings, a marketplace for retirees to trade their skills
   Katie Harris, The Amazings
**SESSION D5**

Winners of the 4th Young Researchers’ Workshop: Research on Innovative Solutions for Elderly - YR-RISE revolutions

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<th>Date and time</th>
<th>26 September 2012</th>
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<td>Chair</td>
<td>Ilse Kryspin-Exner, Prof. Lucca Fanucci, Anna Felnhofer, Mag. Oswald Kothgassner, Beatrix Séllei</td>
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**Session Content**

The young researchers’ and PhD. Workshop - taking place in course of the AAL Forum 2012 for the fourth time - is a chance for junior researchers in the field of AAL to present and discuss their work interdisciplinary. The workshop will be assisted by experts from the area. This year again, we invited creative and dedicated young researchers from various disciplines (geriatrics, engineering, architecture, informatics, psychology, sociology, nursing sciences, economics, etc.) who investigate technical solutions for elderly.

During the full-day workshop ahead of the AAL Forum, the three best ideas will be selected. The reward for the winners will be the chance to present their work in front of a bigger audience during the AAL Forum.

The workshop includes 4 different tracks such as “Virtual Reality and Telemedicine”, “Social Computing”, “Assistive Technologies for the Elderly” and “Communication Technologies”. The topics will be introduced shortly by the chairing experts, followed by the three winners who get to present their work and ideas.

- Virtual Reality and Telemedicine
- Social Computing
- Assistive Technologies for the Elderly
- Communication Technologies
- Winner 1
- Discussion
- Winner 2
- Discussion
- Winner 3
- Discussion
SESSION D6 ►
► AAL’s role in creating age-friendly environments

**Date and time** 26 September 2012
9.00 – 10.30

**Room** Saturn

**Chair** Heidrun Mollenkopf, AGE Platform Europe

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**Session Content**

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For a good understanding of the impact of ‘generations’ in the context of AAL, it is important to have a closer look at the background, views and values of different generations from a socio-cultural and economic perspective. Furthermore we will discuss implications for cross generational engagement in AAL and the ways in which ICT can support this. This is an important step in changing a burden-based vision of an ageing society to an asset-based vision in AAL. How will this open up new markets for innovation and AAL? Examples of intergenerational engagement with different objectives will be shown in the session.

► Glenda Watt, Strategy Manager, A City for All Ages - Edinburgh’s Plan for Older People, City of Edinburgh, UK
► Jens Sjölander, Project Manager, University of Malmö, Sweden
► Clara Bollain Pastor, Innovation Manager Older people and Ageing, Istituto de Biomecanica, Spain
► Inmaculada Placencia-Porrero, Deputy Head of Unit “Rights of Persons with disabilities”, DG Justice, European Commission
AAL Solutions to support care, diagnostics and prevention

**Session Content**

The motivation for this session is the potential for significant economic and social impact from the introduction of innovative AAL solutions. While this potential has been recognized for some time, breakthroughs in terms of widespread availability and deployment of solutions have yet to be achieved. The AAL Joint Programme has funded activities in this area for some years, and some of these are now at a stage in their development where direct hands-on involvement of development companies is the best way to make sure that this work produces results that are effective and applicable in real industrial settings.

Each presentation should provide information about on-going activities and discuss the form and content of possible market potentials. Additionally it should be shown how companies in practical experimentation with new technologies can be involved and how this work can influence to match their needs.

- **The potential of ICT for informal carers: evidence from running projects across 12 EU countries.**
  Stephanie Carretero, JRC-IPTS, European Commission

- **An analysis of integrating technology in long term care**
  Johan van Dijkhuizen, Utrecht, The Netherlands

- **Cooperation supported by assisted living devices**
  Jacqueline Kuppens, Eindhoven, The Netherlands

- (v)Assist – Achieving Independence with Natural Speech Interaction
  Bernhard Wöckl, Vienna, Austria

- **Care@Home: An integrated approach to care and social inclusion of elderly**
  Alina Pommeranz, Delft, The Netherlands

- **An ambient technology for rest/activity fragmentation in older adults (5 min)**
  Lorcan Walsh, Dundalk, Ireland

- **Implementation and Detection of ADL-Parallelism based on Smartmeter Consumption**
  Jana Clement, Dresden, Germany

- **Video monitoring for activities of daily living recognition**
  Konstantinos Avegerinakos Thessaloniki, Greece

- **Behavioral analysis based on environmental, low-cost sensors**
  Agostino Losardo, Parma, Italy

- **ICT Embedded Textile Solutions for musculoskeletal monitoring, improvement and wellbeing at home (ICTex4FIT)**
  Costas Giokas, Athens, Greece
Activities of data mining and automatic decision making are central to AAL and provide a minefield of ethical issues. New types of analysis and solutions must be developed.

The key problem is that whenever we use information, combine it with other information, or use it to make a decision, we must take the information out of its original context. Making information useful and relevant in a different context is always a creative process of “re-framing”, which is one of the strengths of human intelligence. We are all aware that the process of “re-framing” can be misused.

The problem is that transfer of information is never a mere repetition of words and bits of information. Whenever we transfer information the information gets some new meaning. To find out whether this re-framing was reliable, more is needed than the mere control whether the original words and bits of information have been correctly copied and transferred. The criterion is not identicalness but reliability. As long as re-telling and re-combining existing information is done by human beings, people can go beyond the mere words and argue, discuss and assess whether the transfer of information happened in a reliable or unreliable way. When information is transferred and combined by intelligent machines, it is easy to do data-mining and combine information from a large variety of contexts. How can machines be sure that the information used is not “taken out of context”, and has constructed a picture of the situation which does not do justice to the people involved. The situation requires even more caution when machines use the combined information as the basis for strong conclusions and decisions about a person.

The session will explore what this all means for the context of AAL. How can we identify those issues of (un)reliable information transfer? Is it possible to develop AAL systems that appropriately address these issues? Four introductions will launch the discussion. A panel discussion will address what all this can mean for the participants.

► General background of ethics in data mining and automatic decision making
  Guido van Steendam, Leuven, Belgium

► Legal context of data mining: the European Data Protection Regulation
  Rocco Panetta, Rome, Italy

► Mylife – a case study of the ethics of user involvement in field trials across Europe
  Nada Savitch, Exeter, UK

► NETCARITY – a case study on how to store and control data in your own house
  Ilse Bierhoff, Smart Homes, Eindhoven NL

► Discussion
**SESSION E7**

**Serious Gaming for Health**

**Date and time**
26 September 2012
11.00 – 12.30

**Room**
Jupiter

**Chair**
Bob de Schutter, Leuven, Belgium

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**Session Content**

Serious games have been recognized and are employed in various domains - from military to education - and have found increasing interest from the health domain, particularly in learning and rehabilitation. In this session, researchers from a wide range of disciplines will present the state-of-the-art on serious gaming research, development and philosophy.

The session will tap into motion sensing technologies for exergaming, the design of a learning game for elderly Europeans, telerehabilitation, ICT for physical exercise for people with Parkinson's disease, and serious games to co-create happiness. After the presentations we hope for a lively discussion on the findings, philosophies, and the future of games for healthcare.

- **Theraplay – digital games for psycho-motoric development**
  Wijnand IJsselsteijn, Eindhoven, NL

- **Suitability analysis of commercial open-source driven motion sensor devices applied to exergames for the elderly**
  James Browne, Tromsø, Norway

- **Play for life: the leage game**
  Henk Herman Nap, Eindhoven, NL

- **eRehab: Ubiquitous multidevice personalised telerehabilitation platform**
  Gorka Epelde, San Sebastian, Spain

- **ACTIVE, Development of a system of therapy based active physical exercise that strengthens muscles in Parkinson's patients through leisure and New Technologies of Information and Communication**
  Laura Carrasco, Madrid, Spain

- **WHAT REMAINS**
  Alessia Cadamuro, Eindhoven, NL

- **FONDNESS: Using Serious Games to Co-Create Happiness**
  Marco van Leeuwen, Breda, NL

- **Mirror neurons offer new rehabilitation methods for dementia**
  Gerdine Douma, Amsterdam, NL
Session Content

It is overall well accepted that modern society has to challenge the enormous increases of persons with chronic conditions. Older adults with typical diseases such as diabetes, chronic heart failure and COPD themselves will need to monitor the status of their health, not only to prevent exacerbation of the disease(s), but also to help alleviate the cost pressure. Although debates on the evaluation methodologies of medical and economic effects are still going on, it is obvious that telemonitoring of vital signs and self-care management are beneficial for patient and society. This session will report more experiences with technical platforms.

Potentially, ICT can play a key role in supporting integrated services and realizing the expected benefits. In practice however, real-life examples of integrated (e-)care service are slow in emerging due to the fact that social and health care are very much entrenched in their own ‘silos’, which in turn is reflected in the design and functionality of telecare/telehealth solutions. This session will also show how in 2 different projects the integrated services support the effective management of chronic diseases, and address issues which affect independence.

► ICT supported diabetes prevention and self-care management – Experiences from the EmotionAAL project in Finland
Virpi Kuvaja-Köllner, Pieksamäki, Finland

► Intelligent Recommendation Service for Appropriate Nutritional and Physical Behaviour of Elderly.
Walter Scheitz, Graz, Austria

► Extending the independence of geographically and socially isolated individuals with chronic conditions through technology-based solutions for remote integrated care: The REMOTE project Case Study.
Evangelos Bekiaris, Thessaloniki, Greece

► Mobile monitoring of vital parameters: the first mHealth projects in Russia.
Oleg Medvedev, Moscow, Russia

► SERVANDO Platform: An open architecture for the comprehensive follow-up of patients at home.
Tomas Teijeiro Campo, Santiago de Compostella, Spain

► Beyond Silos - Better and more efficient care though ICT-enabled integration of social care and healthcare services.
Sonja Mueller, Bonn, Germany

► Making integrated eCare a reality: The INDEPENDENT experience in Hull.
Mark Gretton, Hull, UK

► Internet of Things and Cloud Computing as key technologies for Health Services Provisioning. The Virtual Cloud Carer Project.
Diego Gachet, Madrid, Spain

► Care-Box: a complete TV-based solution for remote patient monitoring and care.
Antonio Santos, Porto, Portugal
The degree to which one feels connected to society has implications for a person, the community and the wider social notions of normality. A lack of connectedness results in experiencing varying levels of exclusion from society. If the chances of being able to ‘fit in’ or a ‘part of the whole’ are reduced because society, family circumstances, technology and/or its design, prevent engagement, this can then lead to feeling incomplete and excluded. Research has shown how objects, technology and services that are designed to allow older adults to be independent and ‘fit in’, can at the same time, exclude and stigmatise them from society because they are perceived as being objects of frailty and difference.

This session will present projects that are about fostering social interaction for older adults at risk of exclusion or already experiencing it. They will challenge some of the assumptions about technology and its role in preventing exclusion.

- **Keynote presentation:** The psychology of loneliness – A montage of different perspectives  
  Praminda Caleb-Solly, University of the West of England, Bristol, UK

- **GoldUI:** Adaptive embedded human interfaces designed for older people  
  Inmaculada Luengo, Madrid, Spain

- **Owela (Open Web Lab) as a tool in SoMedAll project**  
  Tuula Petäkoski-Hult, VTT, Finland

- **Creative design for inclusion: new paths to social innovation.**  
  Gerard van Wolferen, Hilversum, NL

- **Factors influencing technology acceptance by community dwelling older adults: a systematic literature review.**  
  Sebastiaan Peek, Tilburg, NL

- **AALuis provides freedom of choice**  
  Christopher Mayer, Vienna, Austria

- **An approach for defining an interaction concept for AAL applications**  
  Manfred Wojciechowski, Dortmund, Germany
**Session Content**

Many things need to change within the AAL Community before we can unlock and create a vibrant and commercially viable market geared to meeting the needs of our ageing populations. One of the first hurdles we need to scale is the way we perceive, think, talk to and engage with adults older than ourselves. More often than not we speak at older adults, thinking we understand their lives, feelings, motivations and needs. We rarely ascribe wishes and aspirations to them. What we understand are our lives not theirs.

This session will explore some of the engagement methods used within projects to overcome the issues highlighted above. Speakers will give an overview of their experiences, methods and actual contact with people brought greater insight and understanding into how we can actually develop and commercial life enhancing technologies.

- **Shifting from Living Labs to Experiential Design Landscapes (EDL)**
  Carl Megens, Eindhoven, NL
- **“Why do we need it?”— An Analysis of Affective-motivational Factors in the Use of Assistive Technologies**
  Dieter FerringLuxemburg, Luxembourg
- **Design for connectedness**
  Thomas Hammer-Jakobsen and Sabine Wildevuur, Copenhagen, DK and Amsterdam, NL
- **Understanding the psychological profile and motivations of the elderly users**
  Silvio Bonfiglio, Pisa, Italy
- **Participatory design for people's health**
  Giampaolo Armellin, Trento, Italy
- **Harnessing collective wisdom on accessible and assistive ICT, the CARDIAC project**
  Ilse Bierhoff, Eindhoven, NL
- **eSenior – A user-driven innovation project**
  Veslemøy Ramsfjell, Sarpsborg, Norway
SESSION F7 ►

Personalised user interfaces in AAL

Date and time 27 September 2012 9.00 – 12.30
Room Pluto

Chair Antonio Kung, Trialog, France

Session Content

This joint workshop of the European projects Cloud4All and UniversAAL will present and discuss current technologies and solutions being developed for personalised user interfaces in AAL. This workshop is open to the public, in particular to members of the AAL Open Association (AALOA).

UniversAAL has published a series of reference use cases for Ambient Assistive Living (http://www.universaal.org/en/rucs/universaal-reference-use-cases-rucs). These use cases include situations in which a user interface adapts itself to the user and their needs and preferences. While UniversAAL has developed a broad technical framework for AAL services and user interfaces, the topic of personalization and user preference profiles has only been marginally addressed in this project. The Cloud4All project is currently devising a common format and semantics of a personal needs & preferences (PNP) profile, which is supposed to be standardized as ISO/IEC 24751.

The workshop will provide opportunities to discuss how the currently existing technologies and the emerging user PNP profile could be employed in AAL use cases and scenarios. We want to generate a roadmap for future development and standardization work, within the two projects and beyond.

Goals of the workshop are to share information, learn and discuss about currently developed technical frameworks, the emerging user PNP profile standard and technical solutions for personalized user interfaces in AAL. Another goal is to identify potential cross-project cooperation and reuse of technologies.

► Introduction by Chairman
► UniversAAL technology and user interface development process, Saied Tazari, Germany and Juan Pablo Lazaró, Spain
► Introduction of topics to be discussed, Antonio Kung
  • What is the process of designing personal user interfaces in each project? Is it attractive enough to be adopted by the AAL market?
  • Do the two projects have competitive or complementary approaches?
  • Could universAAL's AAL service framework be used in Cloud4All?
  • Could Cloud4All's personal needs and preferences approach be used in universAAL?
► Other topics as raised by the presentations and the audience
► Break
► Discussion & brainstorming - including a smarthome simulation demo, Christophe Strobbe, Catholic University of Leuven, Belgium
► Wrapping up - Next steps?

OnSite Guide and Programme 63
SESSION F8

2º AALIANCE2 Stakeholder Workshop: Enabling Technologies for AAL solutions

Date and time
27 September 2012
9.00 – 17.00
Room
Neptune

Format
Workshop
Chair
Filippo Cavallo, Michela Aquilano, Geke van Dijk

Session Content
AALIANCE2 Project is a Coordination Action funded in the FP7-ICT-2011.7, which focuses on the Ambient Assisted Living (AAL) solutions based on advanced ICT technologies for ageing and wellbeing of elderly people in Europe. One of its main objectives is to build consensus upon research priorities in the AAL roadmap and Strategic Research Agenda for the upcoming decades.

This second AALIANCE2 Stakeholder Workshop will focus on five enabling technologies, i.e. sensing, reasoning, acting, interacting and communicating, and in particular on how these technologies could support people, or should be developed to do so, according to previously described AAL activities and scenarios (First AALIANCE2 Stakeholder Workshop). The workshop objectives are to probe and build on the contents of the first AALIANCE Roadmap, published in March 2010, to design a new improved and enriched AALIANCE2 Roadmap.

Experts’ experience must include at least substantial analysis and insights of end-user needs and motives, assessment and experimentation with (innovative) technologies in realistic cases, or exploration and design of innovative Product Service Systems for AAL.
Exhibition

On the rings of the Evoluon you will find on 25 and 26 september an interesting exhibition. We offer you a range of exhibitors from all over Europe.

Ground floor

- 0.G.01 Province of Noord-Brabant
- 0.G.02 AAL Association
- 0.G.03 European Commission
- 0.B.04 Ministry of Health, Welfare and Sport
- 0.R.05 Smart Homes
- 0.R.06 City of Eindhoven
- 0.R.07 Brainport Development
- 0.R.08 Into D’mentia
- 0.R.09 WITTS
- 0.R.10 Wuzzi
- 0.R.11 Cooperative Association ‘Thuisverbonden Son en Breugel’
- 0.R.12 Zuidzorg – Increasing Housing Service Towns
- 0.R.13 Syntens
- 0.R.14 Small Scale Living With Smart Home Technology
- 0.R.15 Small Scale Living With Smart Home Technology
- 0.R.16 Small Scale Living With Smart Home Technology
- 0.R.17 Small Scale Living With Smart Home Technology
- 0.R.18 ZonMw
- 0.R.19 Brainport development
- 0.R.20 Smart Projects that build on existing processes and technology
- 0.R.21 Telezorg: Care and Comfort Services
- 0.R.22 Wikiwikj 24/7 social welfare & care exchange in Tilburg
- 0.R.23 Brabant Well Connected / Healthy at Home

Ring 1

- 1.B.01 HOST
- 1.B.02 SilverGame
- 1.B.03 TAO
- 1.B.04 Fontys Hogescholen
- 1.B.05 Ageing Well
- 1.B.06 ALICE
- 1.B.07 RTE Adviesgroep
- 1.B.08 Mylife
- 1.B.09 Lily
- 1.R.10 Digitalezorg.nl
- 1.R.11 Companionable
- 1.R.12 Excite
- 1.Y.13 Alfa
- 1.Y.14 EXEL
- 1.Y.15 Domeo
- 1.G.16 The Parliament
- 1.B.18 Fraunhofer Portugal
- 1.B.19 SeniorEngage
- 1.B.20 NACODEAL
- 1.B.21 Go-myLife - Going online: my social life
- 1.B.22 2PCS
- 1.R.23 Rose BV
- 1.R.24 Alias

Ring 2

- 2.B.01 + 2.B.02 AIT Austrian Institute of Technology GmbH
- 2.B.03 PAMAP
- 2.B.04 ElderHop / NoBits
- 2.B.05 Vitaphone telemedicine
- 2.B.06 CARE@HOME
- 2.B.07 Discover
- 2.R.08 Welltogether
- 2.R.09 TKH Care Solutions
- 2.R.10 New Tools For Health
- 2.R.11 Easyreach
- 2.R.12 iHomeLab
- 2.R.13 + 2.R.14 HealthTech and Medicines KTN
- 2.R.15 EIT ICT Labs
- 2.G.16 TNO
- 2.G.17 East Sweden Convention Bureau
- 2.G.18 CASA / CORAL / AER
- 2.G.19 Flanders Healthy Society
- 2.G.20 Top Technology Cluster
- 2.B.21 Stichting BOZ
- 2.B.22 VM2e
- 2.B.23 Mobile Sage
- 2.B.24 Welfare Tech
- 2.B.25 A2E2
The world is changing rapidly. These social developments have far-reaching consequences, also for housing and care. With TKH Care Solutions you can provide an efficient answer to these consequences.

There is an increasing need for new solutions in the areas of care, safety and comfort. Solutions which also ensure a better quality of life. VieDome is such a solution; familiar, trustworthy and safe.

VieDome is a reliable and well-secured digital platform which is easy to use, also for people who are not so familiar with internet.

Because the platform is secure, users will never be approached by people or organizations which have not been screened by the facilitating organization beforehand. The privacy of users is also guaranteed when using VieDome. This service is now being expanded abroad by TKH Care Solutions from the Netherlands.

At many locations in the Netherlands, VieDome proves that the careful application of new technology can provide a real contribution to the challenges of our time. VieDome is broadly applicable in houses as well as in institutions and is different from other domotic systems in many ways.

You can find TKH Care Solutions at Ring 2 at the exhibition.

For more information go to www.tkhgroup.com
Blue Medical is a global Medical Devices Company and innovator in the treatment of cardiovascular and peripheral vascular diseases. The company develops, manufactures and markets innovative medical products for vascular diseases worldwide.

Founded in 1998 the company has created a successful history of innovative ideas translated into high-end products and technologies used in a wide range of vascular products worldwide. Several patented technologies are licensed or sold to multinational corporations and now serve their products for patients care. Every year, over 100,000 patients are treated with devices of Blue Medical in countries worldwide!

Blue Medical's strengths are focused in the following areas:

- Development and manufacturing of High-end Coronary and Peripheral catheter lines
- Development and manufacturing of Reliable Coronary Stent Delivery Systems
- Development and manufacturing of innovative Drug Eluting catheters and Stent Delivery Systems
- Cross platform coating technologies

For more information go to www.bluemedical.com

Cisco recognizes the core importance of independent yet supported living to maintaining physical and mental health of older people. Cisco’s healthcare portfolio provides innovative solutions designed to support the independent lifestyle they deserve by supporting autonomy, safety and self-confidence, as well as helping to avoid social isolation which is so important to aging well.

It is important for older people to feel confident in their ability to use the solutions that are relying on; Cisco’s video and collaboration tools are built with simplicity in mind. In-home automation provides independence and safety while audio and video calls can be initiated quickly and easily to allow access to care providers, family, and friends to provide support and human interaction. The same technology also allows therapies and counseling to be easily delivered without requiring stressful and costly transportation. Cisco’s vision of health and care innovation is part of a broader philosophy around Smart and Connected Communities which aims at improving social, environmental en economic sustainability of regions, communities and cities.

For more information go to www.cisco.com
Royal Philips Electronics of the Netherlands is a diversified Health and Well-being company, focused on improving people’s lives through meaningful innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of ‘sense and simplicity’.

Through combining human insights and clinical expertise, Philips aims to improve patient outcomes while lowering the burden on the healthcare system. Advanced healthcare solutions are a fundamental part of the portfolio for both healthcare professionals and consumers, to meet the needs of patients in hospitals and at home. Absolutely no other healthcare solutions provider reaches as deep into the hospital and as far into the home as Philips. We are a leader in sleep, respiratory care and home monitoring.

We concentrate our time and expertise in three key areas: helping those with chronic conditions to live their best lives, aging with grace, dignity and independence and enabling care, treatment and healing from hospital to the comfort of home. Our best work will be about solutions that make a difference in people’s lives all over the world.

For more information go to www.philips.com

PHILIPS
sense and simplicity
Founded in 1969, De Lage Landen has grown to be a global leader in leasing, business and consumer finance solutions, including vendor finance and factoring. Our asset-based financing programs help our customers grow market share, enhance profitability and achieve strategic goals in various markets. From Food & Agriculture to Construction, from Office to Clean Technology.

We believe partnership is key to helping our customers achieve both their short-term and their strategic goals. Thus we invest significant resources to ensure that our solutions meet their long term objectives, as well as their immediate needs.

This commitment to partnership guides our actions and behavior, internally and externally. It is at the heart of our company culture. Through partnerships, we aim to enable our customers to increase their margins and profitability, while also increasing our own.

De Lage Landen is a fully owned subsidiary of the Rabobank Group. We are currently present in more than 35 countries in Europe, North America, South America, Asia and Australia, and employs almost 5,500 people.

For more information go to www.delagelanden.com

PwC – Center of Excellence on demographics

Due to ageing, significant changes can be expected in sectors such as healthcare, local government, education, housing, justice, law enforcement, pension funds and insurance companies.

The causes of ageing can be deduced logically, its effects and their urgency and severity are often subject to many different interpretations. Decision-makers in the public sector will be facing some daunting challenges. Their social and administrative responsibilities oblige them to develop a vision on ageing. In doing so, they will be confronted with changes in the demand for public services, changes in their production capacity and having to develop new forms of service delivery.

PwC’s Global Center of Excellence on demographics consists of dedicated professionals that study the effects of ageing, best practises and support clients in facing the issue and utilise challenges. They conduct research, collect and share knowledge worldwide on the effects of ageing. This enables clients to make efficient use of the opportunities ageing has to offer and circumvent potential stumbling blocks.

For more information go to www.pwc.com/ageing, or by e-mail gertjan.baars@nl.pwc.com

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The organising partners

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special thanks to

And also Evoluon, AV Partners, Muziekgebouw and Klokggebouw, ROC and University students for their kind cooperation.
Sweden 2013
At the Closing Party the organisation of AAL Forum 2013 will be transferred to Sweden.

AAL Forum 2013 will be held in the city of Norrköping in Sweden, about 150 km South of Stockholm. The host organisation is the East Sweden innovation and growth cluster New Tools for Health, which is focused on home based care and independent living.

The conference venue is an integral part of the former industry landscape around the Motala river, right in the centre of the city. The two main cities of the East Sweden region, Norrköping and Linköping, are known as the twin cities of Sweden, both with airports that provide connections to Amsterdam and Copenhagen. Nearby, 60 km from Norrköping, is also Skavsta airport, for low costs carriers.

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