

Bucharest  
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## PRESS RELEASE

### **AAL Forum 2014 Broader, Bigger, Better**

9 -12 September 2014, Palace of Parliament, Bucharest, Romania

Under the title "**Broader, Bigger, Better – AAL solutions for Europe**", the **AAL Forum 2014** is one of the major events dedicated to ICT solutions supporting a better life for older adults. This 6<sup>th</sup> edition of the forum is hosted for the first time in an Eastern European country – Romania. It is co-organized by the Ambient Assisted Living Association, responsible for the *Ambient Assisted Living Joint Programme*, and the Romanian Ministry of National Education through the Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI).

The **grand opening** will take place on **9<sup>th</sup> September**, at 17:00, in the *C.A. Rosetti Hall* of the Romanian Palace of Parliament. Welcome messages from speakers like Rafael de Andres Medina, president of the AAL Association President; Sorin Oprescu - Mayor of Bucharest; Valeriu Zgonea - Chamber of Deputies President, Romanian Parliament; Remus Pricopie - Romanian Minister of National Education; Mihnea Costoiu – Romanian Minister Delegate for Higher Education, Scientific Research and Technological Development and Peter Wintlev-Jensen - Deputy Head of Unit, DG Connect, European Commission will be addressed to more than 500 attendees.

On **10<sup>th</sup> and 11<sup>th</sup> September** relevant topics for the Ambient Assisted Living Joint Programme and future technology together with the possible evolutions of the AAL market will be thoroughly debated during the plenary and parallel sessions. Visionary speakers like David Bott, specialists in gamification like Sebastian Deterding and Pamela M. Kato, entrepreneurs, policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture capital companies, technologists, academics, designers, carers and older adults will take part in these sessions.

A unique moment will be the plenary "**Award pitching**" session, planned on 10<sup>th</sup> September at 14:00 in *C.A. Rosetti Hall*. The AAL project award has been introduced to challenge AAL projects to further improve the quality of their work and their capacity "to sell themselves". The three finalists of this 2014 AAL Award identified their best presenter to pitch in front of the panel

and of the audience. The novelty of this fourth edition consists in the selection of 2 winner's, one by the voting of the audience and the other by the evaluation panel.

**19 satellite events** will take place on 9<sup>th</sup> and 12<sup>th</sup> of September, at Hotel Marriott, on topics such as: industry business models; the transition from R&D to market; building a better path for ethics in AAL; Mobile Apps for Independent Living; the diffusion of products and services that favour independent and active ageing; interoperability and Living Labs for AAL; health literacy and patient empowerment; bringing together indoor and outdoor mobility solutions. A special satellite event is **the Young Researcher's Workshop** on "The role of entrepreneurship in the development of technological innovation for elderly". The workshop will bring together leading successful entrepreneurs, experts from various fields (research, business, technology, innovation, elderly care, marketing), investors and young researchers.

During the forum an exhibition, in the *C.A. Rosetti Lobby Hall*, will showcase the latest technology in the field and will bring the projects of the programme under the spotlight European companies will have a fantastic opportunity to promote their product and/or service to a target audience, to open new collaboration and discover new markets.

The press conference will take place on **9<sup>th</sup> September**, during 16:15-16:45, in *Spiru Haret Hall*, Romanian Palace of Parliament.

### **Practical information's:**

#### The AAL Programme

The Active and Assistive Living (AAL) Programme funds projects in public-private partnership in the field of information and communication technology (ICT) for active and healthy ageing since 2008. The programme (named originally Ambient Assisted Living Joint Programme) is financed until 2020 by the European Commission under the *Horizon 2020* research and innovation programme and 19 countries for an estimated total budget of € 600 million.

The overall objective of AAL is to enhance the quality of life of older adults while strengthening the industrial base in Europe through the use of ICT. Since 2008, AAL has issued 7 calls for proposals, each focusing on different issues, and has funded 154 trans-national innovations projects with over 1000 partners. Almost half of these project partners are small and medium enterprises (SMEs), which are collaborating with user organisations, large enterprises, universities and research organisations in the development of innovative solutions. The topics covered by the Programme include the management of chronic conditions, social inclusion,

access to the self-serve society, mobility of older adults, management of daily activities, support from informal carers (e.g. family and friends), and occupation in life.

The AAL projects aim at introducing their solution to the market within 2 to 3 years after the end of the project, aiming at making research in Europe a self-sustainable domain with clear commercialization goals. For this reason, as part of their funded work, the projects perform pilot tests in realistic settings and develop a business model together with the most relevant players in the value network. In the first phase, some projects already accomplished their way to market (see success stories on our website).

AAL Programme supports also the implementation of the [European Innovation Partnership on Active and Healthy Ageing](#). To the end of facilitating the creation of an ambient and assisted living market, the AAL also organises its annual event, the AAL Forum, which has become a reference for the AAL community in Europe and which also reaches out to AAL communities outside Europe ([www.aalforum.eu](http://www.aalforum.eu)).

The European Research and Innovation Framework Horizon 2020 will fund many other projects on independent living aside from those under the AAL Programme. One of the focus areas of [Societal Challenge 1](#) Health, demographic change and wellbeing is "personalising health and care" (PHC). It notably supports citizen empowerment through self-management of health and disease, health promotion and disease prevention. The PHC calls have a total budget of €549.3 million for 2014 and €537 million for 2015.

#### The Executive Agency for Higher Education, Research and Innovation Funding (UEFISCDI)

The Executive Agency for Higher Education, Research and Innovation Funding (UEFISCDI) is a public body of the Central Administration under the ultimate authority of Ministry of National Education (MEN), in Romania. Its mission is to promote quality and leadership for higher education, research, development and innovation.

UEFISCDI plays both the role of higher education funding council, and research and innovation council. In this respect, it acts as executive agency for the advisory councils of the MEN with responsibilities in the fields of higher education, research, development and innovation.

UEFISCDI provides advice for policies in areas of competences. Active regional and international, UEFISCDI implements forward-looking projects targeting higher education, science and innovation, professions and skills, research infrastructures, food and rural development. It has been innovating in foresight methods, real time argumentative Delphi, horizon scanning and big data. Bucharest Dialogue linked to the forwiki 2.0 platform, is one of our brands.

**Useful links:**

AAL Forum: <http://www.aalforum.eu>

Ambient Assisted Living Association: <http://www.aal-europe.eu>

Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI): [www.uefiscdi.gov.ro](http://www.uefiscdi.gov.ro)

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