ICT strategies in Europe – First results from the European project MOPACT

7th October 2013, Seoul

Sebastian Merkel

MOPACT – project information

- MOPACT is a four year project funded by the European Commission under the Seventh Framework Programme to provide the research and practical evidence upon which Europe can begin to make longevity an asset for social and economic development.

- Five main dimensions:
  - Economic and financial consequences of ageing
  - Societal structures, civil society and cohesion
  - Social support, long-term care and quality of life in an ageing society
  - **The built and technological environment**
  - Health and well-being, biological ageing (biogerontology), and the boundaries of frailty

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Built and technological environments
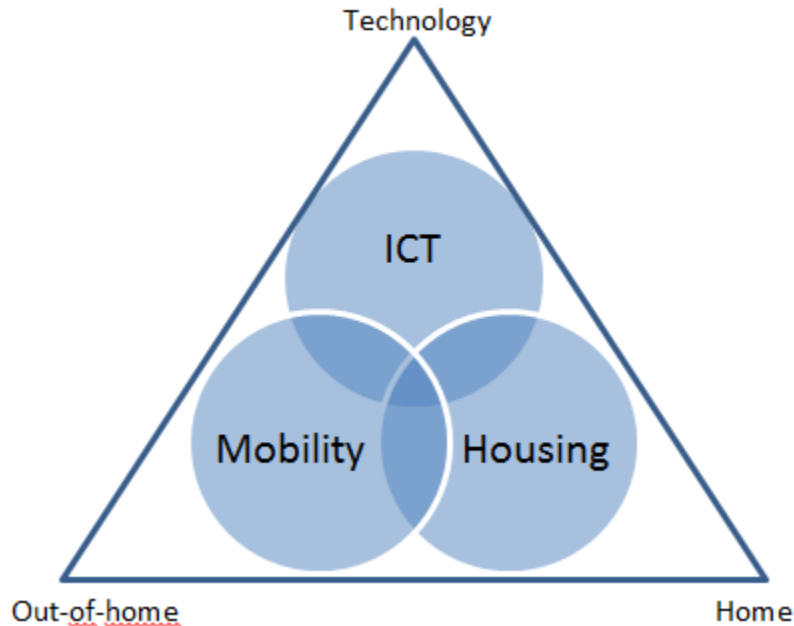
Built and technological environments inculde age-friendly…

- architecture
- products and technologies
- services of public interests
- hybrid solutions intelligently combining technologies and services
- …

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Built and technological environments – research questions

- What are the key enabling and constraining characteristics of built and technological environments for older adults, for example in terms of maintaining autonomy, well-being and identity?

- What are the effects of implementing an as focused as possible policy "to stay in your own home as long as possible" to the ageing individual, to the care services, and to society at large? (FUTUREAGE: 61)

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Mobilising the Potential of
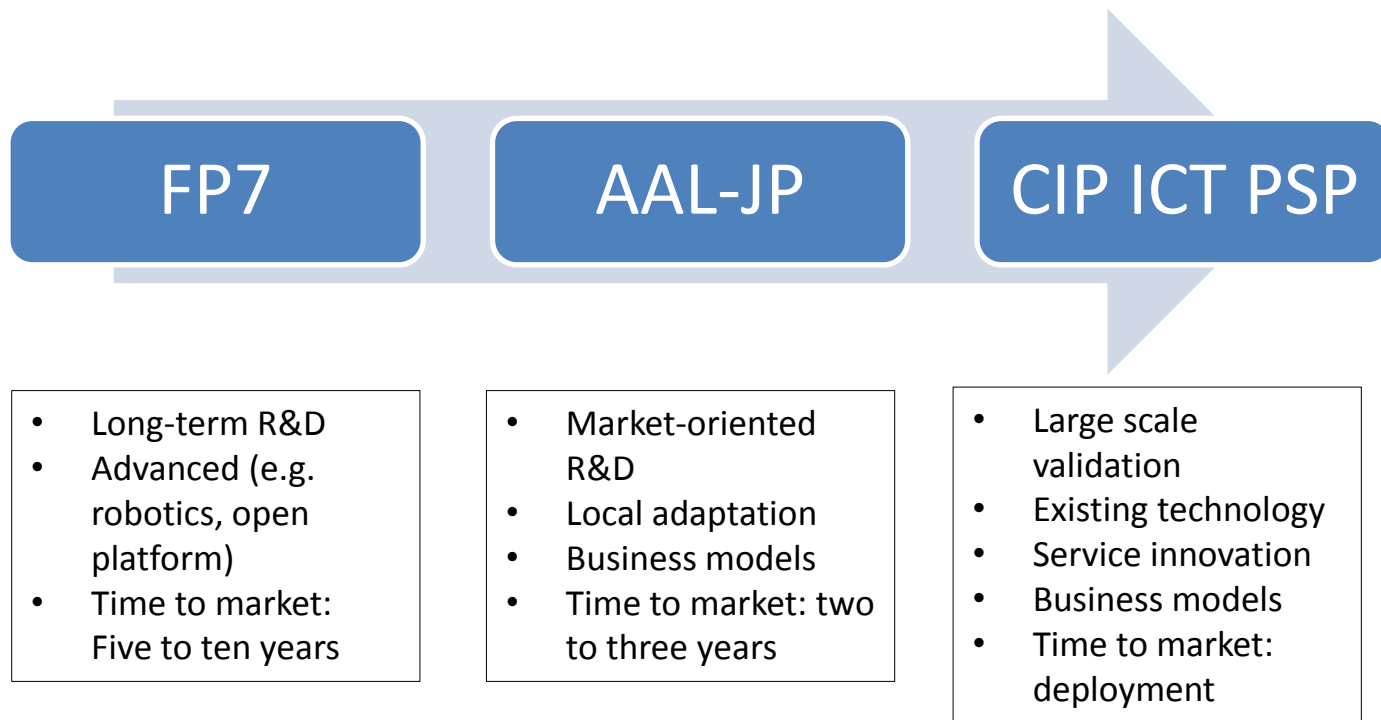Active Ageing in Europe

European programmes

- **Competitiveness and Innovation Framework Programme - ICT Support Policy Programme**
    - ICT for accessibility, ageing and social integration
    - ICT for ageing well with cognitive problems, combining assistive and independent living technologies
    - ICT for ageing well / independent living
    - ICT Solutions for fall prevention, ICT and Ageing network
    - Towards open and personalized solutions for active and independent living, Fall prevention network for older persons, Community building on Active and Healthy Ageing

- **7th Framework Programme**
    - ICT 2007.7.1 - ICT and ageing
    - ICT-2009.7.1 - ICT & Ageing
    - ICT-2011.5.4 - ICT for Ageing and Wellbeing
    - ICT -2013.5 - ICT for Health, Ageing Well, Inclusion and Governance

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European programmes

- **Ambient Assisted Living Joint Programme (AAL-JP)**
    - Call 1 – ICT based solutions for Prevention and Management of Chronic Conditions of Elderly People
    - Call 2 – ICT based solutions for Advancement of Social Interaction of Elderly People
    - Call 3 – ICT-based Solutions for Advancement of Older Persons' Independence and Participation in the "Self-Serve Society"
    - Call 4 – ICT based solutions for Advancement of Older Persons' Mobility
    - Call 5 – ICT-based Solutions for (Self-) Management of Daily Life Activities of Older Adults at Home
    - Call 6 – ICT based solutions for Supporting Occupation in Life of Older Adults.

- **Horizon 2020**
    - Excellent science
        - Build leadership in enabling and industrial technologies, with dedicated support for ICT […]
    - Industrial leadership
    - Societal challenges
        - Health, demographic change and wellbeing
        - Inclusive, innovative and secure societies

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European programmes

FP7	AAL-JP	CIP ICT PSP
• Long-term R&D • Advanced (e.g. robotics, open platform) • Time to market: Five to ten years	• Market-oriented R&D • Local adaptation • Business models • Time to market: two to three years	• Large scale validation • Existing technology • Service innovation • Business models • Time to market: deployment

Source: Jensen, P-W (2010): European policies in ICT for ageing well. ICT for Inclusion DG Information Society and Media. Presentation.

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European projects in the area of ICT and Ageing

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ICT and Ageing - Telecare

Definition:

- Care provided at a distance, using information and communication technology, generally to help people in their own homes. (*Source:* Cartwright et al. 2011: vii)

Three generations:

- First generation: Telephone unit and a pendant with a button
  - Mainstream in the majority of EU member states
- Second generation: Adds a passive or automatic alarm dimension
  - No widely diffusion within the EU; only in the UK
- Third generation: Collect everyday data automatically through various sensors
  - Only pilot studies (*Source: Empirica (2010):* ICT & Ageing. European Study on Users, Markets and Technologies)

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Barriers for the diffusion of Telecare devices

Relative advantage	Compatability	Complexity	Observability	Trialability
• Evidence • Cost-effectiveness	• Interoperability • Reimbursement • Access • Business model • Legal issues	• User-centered design • „Technological-readiness"	• Awareness of stakeholder (patients, citiziens, caregivers)	• Patent rights • Data transparency • Security

According to Rogers (2003): Diffusion of innovations.

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Thank you very much for your attention!

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