

Giving Smart Seniors Access to Smart technologies

Minutes and Summary

Conference Lunch 12/11/2013

Inhalt

General Information	1
Introduction	2
Project Presentations.....	2
AALuis: Ambient Assisted Living user interfaces	2
RelaxedCare: connecting people in care situations	2
Round Tables	3
Round Table 1: Funding (for End-User Organizations).....	3
Introduction	3
Discussed topics:	3
Summary Statement	4
Round Table 2: Transitions to market	4
Round Table 3: Creating Awareness	5
Round Table 4: "Giving a Voice to seniors"	6
Contact	7
Project coordinator of the AALuis project.....	7
Project coordinator of the RelaxedCare project	7

General Information

Brussels, 13 November 2013 - Heinz K. Becker, MEP invited to an event on "Giving Smart Seniors Access to Smart technologies" where two AAL Joint Programme projects, namely AALuis and RelaxedCare, both initiated by partners from Austria, Germany, the Netherlands, Switzerland and Slovenia and Spain, have been presented. All projects have the aim to support the daily life of the 50+ generation, to allow them to live in their own environment at home as long as possible as well as socially interactive with other people and to strengthen the well-being and health in advanced age.

Introduction

Heinz K. Becker, MEP explained at the beginning that Ambient Assisted Living should consider part of Social Innovation and consequently should leave a continuation of the Joint Programme under Horizon 2020 out of question. "These technological Innovations aligned to the needs of elderly people offer a new playing ground for research, growth for industry and economy and less costs and greater satisfaction for elderly people."

The presentation had been highlighted by the presence of Vice President and EU Commissioner for Digital Agenda, Neelie Kroes. In her opening speech she stressed the rights of citizens on the full use of digital technologies and that by fulfilling this right, social innovation could be achieved. Additionally she underlined the immense spending capacity of the "silver market", which accounts for 3.000 billion Euros. We would therefore owe it the elderly generation to support it through research, development and innovation. Therefore, important programmes as the Ambient Assisted Joint Programme should be implemented in the new Horizon 2020 under the objective "Social challenges". In the past, around 130 projects could be financed by the Joint Programme and about 25 % of the devices went on the market.

Peter Wintlev-Jensen, Deputy Head of Unit at the DG for Communication, Content and Technology (DG CONNECT) along with Karina Marcus, Director at Ambient Assisted Living (AAL) explained in more details the implementation of the of JP up until now and how the implementation could be take place in the new Horizon 2020 framework. Among the great amount of participants, also MEP Lambert Van Nistelrooij, advocated the continuation of this successful programme.

Project Presentations

Both projects, presented by Christopher Mayer and Martin Morandell of the AIT Austrian Institute of Technology, offering solutions and services for an easier course of life of elderly people:

AALuis: Ambient Assisted Living user interfaces



AALuis enables end users to interact with AAL System in their preferred way on their preferred device (TV, tablet, mobile devices). Service developers do not have to bother about special needs, as a standardized interface is provided to them. This will make it easier to bring services to a broader market. This project has been initiated by partners from Austria, Germany and the Netherlands.

RelaxedCare: connecting people in care situations



Aims to build "a system in a box solution upon an existing AAL platform, which offers support to informal caregivers. Partners from four member states have been involved in setting up the project: Austria, Switzerland, Slovenia and Spain. Austrian partners have been the AIT Austrian Institute of Technology GmbH, 50plus GmbH and the New Design University, R&D.

Round Tables

In the framework of the event, a small workshop consisting of four groups has been organised, where common challenges have been addressed and discussed:

Round Table 1: Funding (for End-User Organizations)

Table leader: Karina Marcus (AAL CMU) & Christopher Mayer (AIT)

Introduction

The topic of the round table "Funding (for End-User Organizations)" was the challenge for end-user organizations to finance the co-funding and thus to participate in (AAL) research projects. The discussion was led by Karina Marcus, director of the AAL CMU, and Christopher Mayer, AIT Austrian Institute of Technology. Besides, the issue of countries not participating in the "new" AAL JP was discussed briefly. In the following the most important contributions to the discussion are highlighted and summarized.

Discussed topics:

- One contribution highlighted to enhance the possibility to subcontract end-user organizations and thus to avoid the problem of co-funding and reporting. It is restricted by the country-dependent acceptance of and restrictions to subcontracting and can be just a minor part of the overall project budget.
- Another suggestion was to get additional money by external investors, "business angels" or crowd funding. This approach could help to get extra money for the work of end-user organizations.
- A further possibility is to raise different and additional funding to cover the co-funding of end-user organizations. This is another option to solve the problem, but needs detailed knowledge of additional funding schemes in the country or even region.
- One additional source for funding could be regions. As confirmed by several participants, they have money. Thus, it would make sense to address them directly or connect possible regions. This additional money can be used to cover the co-funding of end-user organizations or the funding of not eligible organizations, because NGOs are sometimes not funded at all, since they are not seen as eligible from some funding agencies.

- The funding in the AAL JP depends on the focus of the funding agency and thus the country. Some agencies have for example the focus just on R&D. A proposed solution already striven for by the AAL CMU is to find new funding agencies in some countries to extend the focus of the funding agencies and thus to make it easier for the end-user organizations in some countries.
- The AAL CMU thinks about introducing some extra money at an intermediate stage of a project (e.g. at the midterm review) for additional work (e.g. additional user involvement), if there is high potential for a project seen and the extra money could help to strengthen the position. The decision needs to be strategically taken and is still under discussion at the AAL CMU.
- An important possibility could be an inter-generation involvement, thus to get young people on board and via them involve older adults. To do so, it is of uttermost importance to see ageing as opportunity and work on awareness-raising, which means a lot of communication and training.
- There is information that certain countries are not participating anymore in future activities of the AAL JP. The final participating countries are not fixed yet. Thus, there is still a chance to change this situation to cover most of Europe, which would be important to push the European topic of AAL.

Summary Statement

End-user involvement is one of the most important issues to develop smart solutions for and with smart seniors. Thus, the participation of end-user organizations is of uttermost importance and already realized in the AAL JP to a high extent. Nevertheless, they have often the problem to finance the co-funding. On the round table a couple of interesting suggestions to facilitate the participation and cover the co-funding were presented. The AAL CMU is aware of the challenge and is working on solutions to facilitate the participation.

Round Table 2: Transitions to market

Table leader: Matti Groot (Verklizan) & Kai Hackbarth (ProSyst)

The aim on this table was to discuss current problems for AAL solutions, developed so far mostly within research projects, to get into the market.

Advices from the participants at the 'Transition to Market' round table are:

- From several angles, it was argued that solutions should be affordable. Affordability is central to including all, also those people who have a very low income.
- Related to this, is the need to looking for resources in society such as personal carers. Respectfully including them is essential. Not because of saving money, but because it is natural in society to include those resources who care.

- Also related to this, is to build AAL solutions on existing infrastructure that are already in place (that is, paid for already).
- To get a good transition to market, solutions should be tested in the market as soon as possible. That means they could fail, but it is better to fail early than to fail in a very late (expensive) stage. We don't want the same innovations to be repeated again and again.
- Do tackle the fear of being monitored in the RelaxedCare project and also, the chance that older adults do not want to burden their children with this (the child could be more relaxed, but the mother more stressed because they don't want to be bothered with this or bother their child).
- Do tackle the fear of older adults, that AAL is meant to replace human care with technology.
- Strong point (of AALuis) is to change stereotypes about older adults, because really everybody is different.
- And if possible, do not target your design for older adults. They don't want that, and anyway they all are different. People do not want to think about getting older, they prefer to ignore approaching problems.

Round Table 3: Creating Awareness

Table Leader: Jan Bobeth (CURE) & Martin Morandell (AIT)

Scope of the round table was the problem that although nice solutions are developed many people who could benefit from those developments are not aware, do not see themselves as possible users, or lack of interest or ICT based knowledge.

Within our discussion about how to create awareness for ICT at the site of older adults, we identified five main aspects that should be addressed:

- Rationale: Digital Inclusion
 - Based on the necessity that "Every European should be digital" and that "The digital gap has to be reduced" (N. Kroes)
 - Older adults cannot escape from the electronic world
 - Is there a need to force resistant older adults to occupy themselves with ICT?
- Solution I: Story Telling
 - Advantages and solutions should to be packed within a particular story that is interesting for older adults
 - Speak the language of older adults to present them the benefits
 - Take the specific living environments into account
 - Public authorities should promote ICT/AAL solutions more officially
- Solution II: Briefing of Mediators
 - Intergenerational Communication: Train younger adults how to inform/brief their parents or grandparents about the benefits of ICT/AAL and how to show them its usage
 - Social networks: Address and teach older lead users with the aim that they spread benefits of ICT/AAL and show its usage to their friends

- Solution III: Fun and Comfort Services (To address the problem that "AAL solutions are not sexy" (L. van Nistelrooij)
 - The right timing for presenting ICT service is very important
 - Start with the provision of comfort services
 - Keep the fun aspect in the front
 - Highlight the chance of remaining independent
- Solution IV: User Involvement
 - To convince older adults that ICT/AAL service are not necessarily complex but helpful and simple
 - To engage older adults in the development process of ICT/AAL services (e.g. Theatre play or competitions)

Round Table 4: "Giving a Voice to seniors"

Table Leader: Frauke Lettmann & Julia Unger (both 50plus)

The discussion topic on this table was the importance of involving seniors and giving them a chance to have products and services developed and designed following their wishes and needs.

- They can and should influence stronger on future technology
- There should be a fostered feeling that "We are customers!"
- Make the product as simple as possible – self explaining
- We really need a solution to take care of the elderlies, still living at home, often alone.
- Seniors have the possibility to take influence in the future to create technology senior-friendly
- Awareness of all generations, make taboos socially acceptable

Besides of these points we collected following suggestions from the discussion round:

- Giving seniors the chance to participate will increase user acceptance
- Include the people from the countryside – a huge target group
- Create intergenerational activities
- Ageing – accept the age!
- Older age is not a reason for not earning money!

Contact

For any further questions on the projects please contact

Project coordinator of the AALuis project

www.aaluis.eu

CHRISTOPHER MAYER

Health & Environment Department

Biomedical Systems

AIT Austrian Institute of Technology GmbH

Donau-City-Str. 1 | 1220 Vienna | Austria

T +43(0) 50550-4833 | M +43(0) 664 2351822

christopher.mayer@ait.ac.at | <http://www.ait.ac.at>

Project coordinator of the RelaxedCare project

www.relaxedcare.eu

MARTIN MORANDELL

Health & Environment Department

Biomedical Systems

AIT Austrian Institute of Technology GmbH

Viktor-Kaplan-Strasse 2/1 | 2700 Wr. Neustadt | Austria

T +43(0) 50550-4843 | M + 43(0) 664 8251403

martin.morandell@ait.ac.at | <http://www.ait.ac.at>