



AAL Forum 2014
9-12 September 2014, Bucharest, Romania
“Broader, Bigger, Better – AAL Solutions for Europe”

Call for contributions

The annual flagship event of the Ambient Assisted Living Joint Programme (AAL JP), the AAL Forum, will take place in Bucharest, Romania, between 9 and 12 September 2014.

The AAL Forum is the annual showcase event for the people involved in the AAL JP’s projects and the AAL community. It is the core connection of the joint programme to the AAL Community. This community includes policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture companies, technologists, academics, designers, carers and of course older adults. Its purpose is to exhibit and demonstrate existing or developing ICT solutions (products and services), promote networking within the community, foster the interest of other sectors in the field of AAL, provoke debate and discussion on various topics and highlight new or emerging developments in the area to inform the AAL community.

This year the event is entitled “Broader, Bigger, Better – AAL Solutions for Europe” and its goal is twofold: on the one hand the conference will showcase the significant progresses made by the AAL JP projects and solutions in the exhibition area with various demos and presentations, whereas the discussion in the sessions and in the plenaries will address four important themes:

- Deployment AAL solutions
- Broadening AAL
- Supporting projects to the market
- Innovation

The call for contributions is open only for specific sessions. On the following pages, please find the information and details about the tracks and sessions:

Important Dates:

Closing date of call for contributions	10 May 2014
Submission approval	Begin June 2014
AAL Forum	9-12 September 2014

TRACK C: Supporting Projects to the market

Although the AAL JP has invested the past 6 years over Euro 600 Mio in R&D, and support action to bring AAL solutions to the market, the AAL market has not yet developed a clear cut profile and visibility. In this track we want to explore the reasons for this. What is (are) the value proposition(s) for this market and how can we arrive there? What are the market drivers and how can we make use of them? What economic and social impact do we expect and how do we measure it? What legal model (SME, Multi National, PPP, etc.) is best suited to impose this impact?

These issues will be discussed in 4 different sessions:

- C1:** Arriving at a Value Proposition for AAL-Projects
- C2:** Evaluation of AAL Markets
- C3:** Economic & Social Impact: Costs and Benefits of AAL solutions
- C4:** Public Private Partnerships

The call for contributions is open for the following sessions:

C-1 – AAL-Projects: Arriving at a Value Proposition

AAL financed projects aim for a market entry of maximum 3 years after completing the R&D project. A successful market entry however depends very much on the specific “Value Proposition”, a promise of value to be delivered and a belief from the customer that value will be experienced.

Creating a value proposition is part of a business strategy. It needs to be considered already when starting the R&D project and must be continuously improved during the development until the market entry.

A value proposition for a new product or service should state its capability, the expected impact, a proof, and the cost, that is, the price a customer is expected to pay.

In this session we want to explore further, what makes a typical value propositions for AAL markets, how can a value proposition for AAL markets be derived and how can it be continuously improved.

For this session ***the expected inputs for the Call for contribution*** will cover the proposed topics.

C-2 – AAL-Projects: Evaluation of AAL Markets

Although we have invested in AAL-Markets for many years now, it has not yet become a clear cut market. In the following session we want to explore what has been achieved, what the drivers are (e-Health, ICT, smart homes, etc.) behind this market and how this market is about to evolve in the near future.

For this session *the expected inputs for the Call for contribution* will cover the proposed topics.

C-3 – Economic & Social Impact: Costs and Benefits of AAL solutions

Despite the many trials and evaluations that have been conducted, there is still much argument about the economic and social impact, and cost effectiveness of AAL “solutions’. These difficulties are often compounded by the separation of payer and beneficiary.

This session aims bring together the disparate stakeholders to explore these issues, develop a better understanding, and attempt to thrash out the concepts, myths and realities.

For this session *the expected inputs for the Call for contribution* will cover the proposed topics.

C-4 – Public Private Partnerships

Despite the many trials and evaluations that have been conducted, there is still much argument about the economic and social impact, and cost effectiveness of AAL “solutions’. These difficulties are often compounded by the separation of payer and beneficiary.

This session aims bring together the disparate stakeholders to explore these issues, develop a better understanding, and attempt to thrash out the concepts, myths and realities.

For this session *the expected inputs for the Call for contribution* will cover the proposed topics.

Additional instructions to the contributors:

- In order to contribute they have to register at complete the forms available on the AAL Forum website @ www.aalforum.eu/
- Contributions have to be txt format maxim 2000 characters.

If you need more information contact us @ info@aalforum.eu