



Smart and Age-Friendly Housing in the European Silver Economy

AAL Forum 2016

(Neighbourhoods of the Future Workshop)

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Age Friendly Homes



Vision: Turn the Demographic Change into an opportunity for Europe



Smart and Connected Homes



Smart and Age Friendly Housing

Drivers

- Care shifting to the home
- People prefer to remain at home
- Technology makes it possible

Solutions

- Incentives for investments
- Connected, accessible homes
- Framework of Reference/Guidelines

Opportunities

- Sustainable health & care systems
- Scalable European/Global markets
- New jobs and growth

EU Silver Economy Strategy



2015-2016 Action Areas

Summary Of Conclusions

European Summit On Innovation For Active & Healthy Ageing, 9-10 March 2015

HOW?

Innovating...

Technology

Systems

Society

SCALING UP INNOVATION ACROSS EU

- Ec Co-Financing Of Public Procurement Of Innovation (Ppi)
- Rapid Transfer Of Innovation Across Regions
- Mobilising New Public Investments

ADVANCING THE SILVER ECONOMY STRATEGY

- EC to Launch Joint Initiatives on Age-Friendly Homes, Integrated / Connected Care at Home and Silver Tourism
- New EC Action on Accelerating Adoption of Standards & Promote Interoperability
- New EC Study on Potential of the Silver Economy

BOOSTING INVESTMENT & ACCESS TO CAPITAL

- Ease Access to "Growth Capital" by Innovative Start-Ups
- Develop Joint Public-Private Investment Strategies For Innovative Projects (H2020, AALJP)
- Optimize Ec Support Tools (PPI)

WHO?

Partnerships
Between...

EU

Member States

Public Authorities

Businesses

Financial
Institutions &
Investors

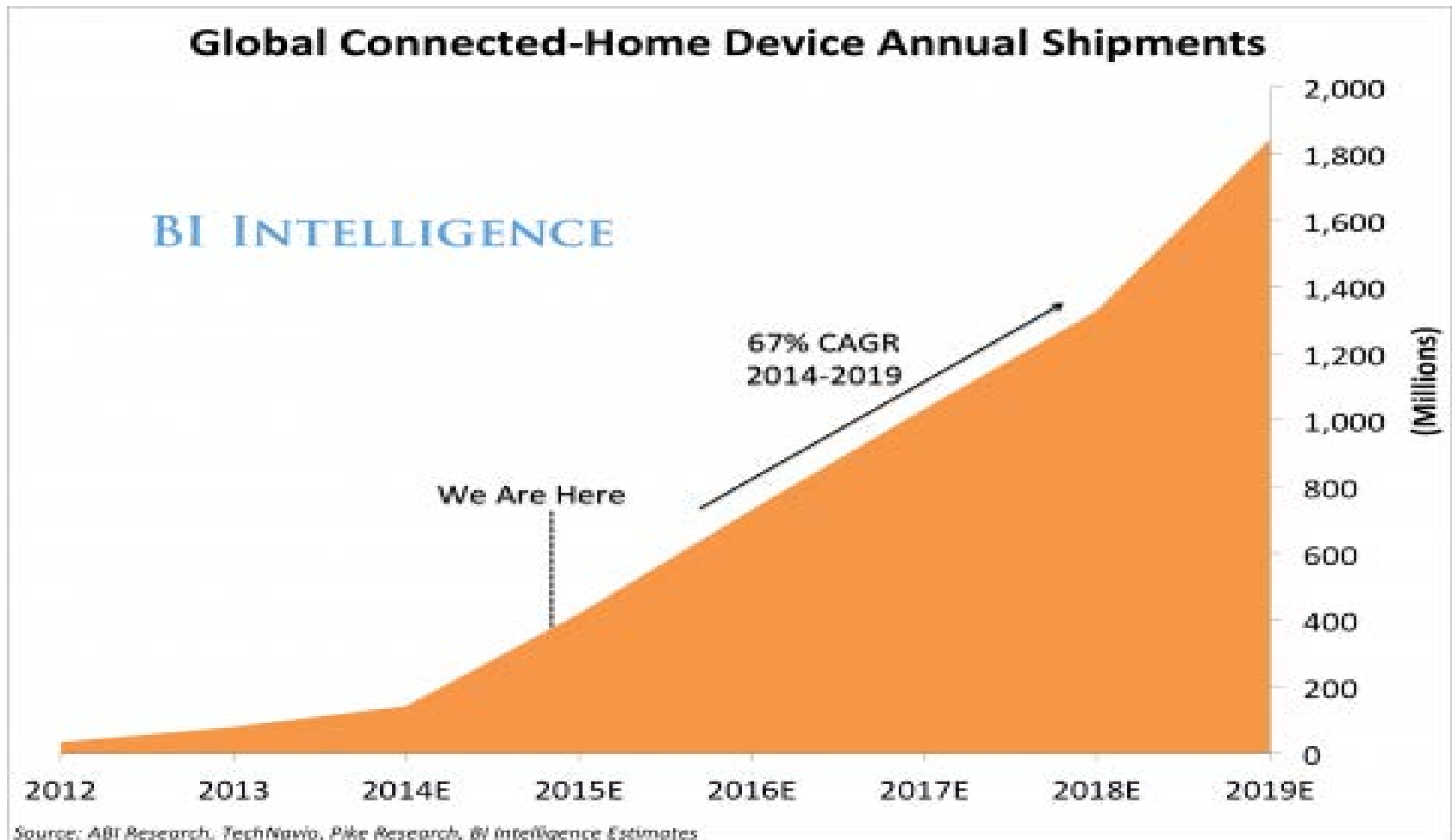
Civil Society

Organisations

BUILDING ON STAKEHOLDER PLATFORMS

- European Innovation Partnership on Active & Healthy Ageing (EIP-AHA)
- Active Assisted Living Joint Programme (AAL JP)
- European Institute Of Innovation & Technology – Knowledge And Innovation Community (KIC) -Health & Ageing
- Public-Private Partnerships (Internet of Things, Robotics, 5G, Big Data, IMI, others)

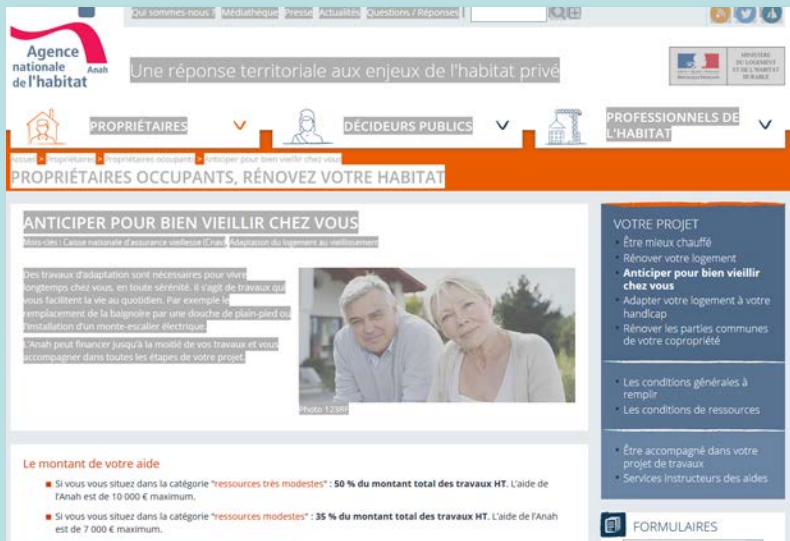
A fast growing market



National schemes in operation

Home adaptation subsidy

France



The screenshot shows the website of the Agence nationale de l'habitat (ANAH). The main heading is "Une réponse territoriale aux enjeux de l'habitat privé". Below this, there are navigation tabs for "PROPRIÉTAIRES", "DÉCIDEURS PUBLICS", and "PROFESSIONNELS DE L'HABITAT". The current page is titled "ANTICIPER POUR BIEN VIEILLIR CHEZ VOUS" (Anticipating to age well at home). It features a sub-heading "VOTRE PROJET" (Your project) with a list of bullet points: "Être mieux chauffé", "Rénover votre logement", "Anticiper pour bien vieillir chez vous", "Adapter votre logement à votre handicap", "Rénover les parties communes de votre copropriété", "Les conditions générales à remplir", and "Les conditions de ressources". There is also a section for "Le montant de votre aide" (The amount of your aid) with two bullet points: "Si vous vous situez dans la catégorie 'ressources très modestes': 50 % du montant total des travaux HT. L'aide de l'Anah est de 10 000 € maximum." and "Si vous vous situez dans la catégorie 'ressources modestes': 35 % du montant total des travaux HT. L'aide de l'Anah est de 7 000 € maximum." A "FORMULAIRES" (Forms) button is visible at the bottom.

Low interest loans or subsidy

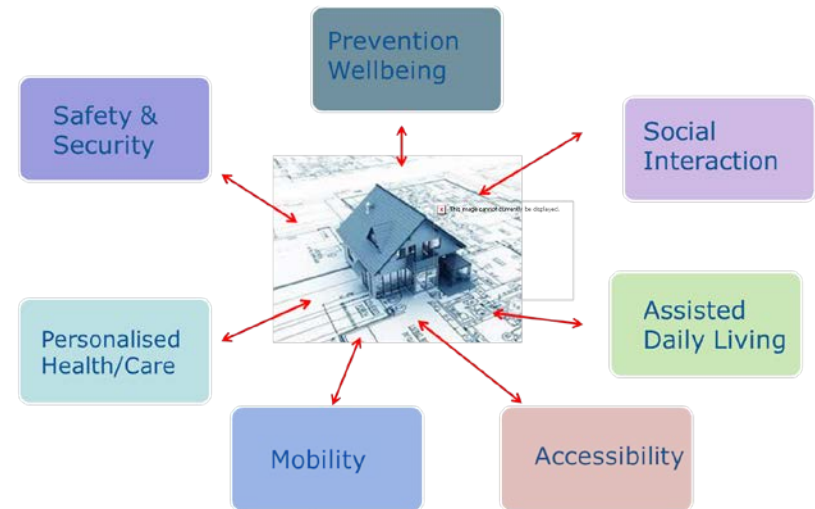
Germany



The screenshot shows the website of KfW (Kreditanstalt für Wirtshaftsbank). The main heading is "Altersgerecht Umbauen - Kredit" (Age-appropriate renovation - loan). It features a sub-heading "Ihr Kredit für Einbruchschutz, mehr Wohnkomfort und weniger Barrieren" (Your loan for burglary protection, more living comfort and fewer barriers). The interest rate is displayed as "0,75 % p.a. eff.". There is a "Merken" (Bookmark) button. Below the heading, there are tabs for "Überblick", "Konditionen", "So funktioniert's", "Formulare & Downloads", "Beispiele", and "FAQ". The "Überblick" tab is selected, showing a section titled "Das Wichtigste in Kürze" (The most important things in brief) with a list of bullet points: "ab 0,75 % effektiver Jahreszins", "bis 50.000 Euro Kreditbetrag Je Wohneinheit, unabhängig von Ihrem Alter", "für barriere-reduzierende Maßnahmen oder den Kauf umgebauten Wohnraums", "Ideale Ergänzung zum Produkt Energieeffizient Sanieren als Kredit (151/152) oder Zuschuss (430)", and "Alternativ können Sie als Privatperson das Zuschussprogramm (455) wählen". There is also a "Hinweis" (Note) section at the bottom.

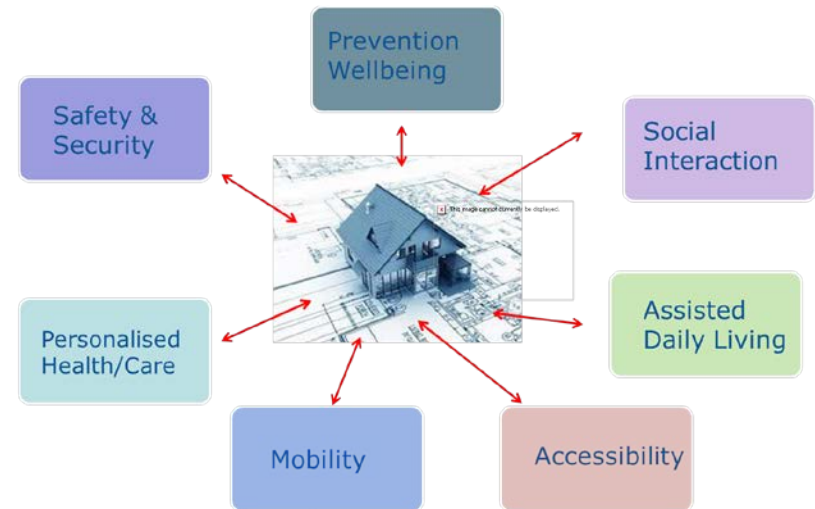
The case for collaboration across EU

- Which **AFH features** really work?
- How to leverage public and private **investments**?
- How to create **scalable** National, European (and global) **markets**?



How to make it happen?

- Engaging relevant **stakeholders** in development of solutions
- Build on **Regional, National and European** activities
- Mobilise **policy initiatives** and **investments**



What the EU does

- 20 M€ **Large Scale Pilot** deployment of Age-Friendly Housing based on **Internet of Things** under Horizon 2020 (2016-18)
- Part of a wider European **Blueprint for Digital Transformation of Health and Care**
- Mobilising major EU **policy initiatives** such as Digital Single Market (Internet of Things), Horizon 2020 and Construction 2020 (2016-17)
- Consultation of stakeholders through **roadshow** with national/regional actors (2016)
- Goal is by 2018 to propose a viable **European Reference Framework for Age-friendly Housing**



Further Information

ICT for Ageing Well

<http://ec.europa.eu/digital-agenda/en/life-and-work/living-healthy-ageing-well>

Age Friendly Homes

http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=smart-home

EU Silver Economy Strategy

http://ec.europa.eu/research/innovation-union/index_en.cfm?pg=silvereconomy§ion=active-healthy-ageing

Active and Healthy Ageing Partnership

<http://ec.europa.eu/active-healthy-ageing>

EIT-KIC

<http://eit.europa.eu/>

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