How can regions get AAL operational?

Kurt Majcen

St. Gallen, 28 September 2016

How it AAL began?

- European funding program since 2008
  - 7 calls focusing on different issues
  - 154 transnational innovation projects with more than 1.000 partners funded
- National funding programmes
  - e.g. benefit in Austria since 2008
- AAL forum since 2009
- but some countries (e.g. Germany, Sweden) already resigned participation

AAL (test) regions / initiatives you may know or not!

- **Austrian funding program**
  - 1 region (ModulAAR) finished last year
  - 3 regions (West-AAL, ZentrAAL, RegionAAL) on their ways in different project stages
  - 2 further regions to be started after this year's call
- **European Innovation Partnership on Active and Healthy Ageing**
  - 74 reference sites
  - Styria joined this year
- **Styrian energy provider started a smart home project with AAL technologies**

Southern Denmark	Denmark	Christina E. Wanscher	
Stavanger	Norway	Kristin Hetland	
Styria	Austria	Johann Harer	
Provincia Autonoma di Trento	Italy	Diego Conforti	
Tuscany	Italy	Elisa Scopetani	

But somehow AAL has yet not reached every day's life. Why?

- Top-down approaches do not seem to work convincingly fast enough in the health / care arena.
    - Can (economically driven) bottom-up approaches be the way to go and how can they be stimulated?
    - Can local stakeholders be achieved which "guarantee" sustainable enlargement after a project's end?
- Young people have many strategies to cope with new technologies and their failures or shortcomings.
    - But what about older adults, do they accept the technologies?
    - Is the assisting technology really helpful for them or maybe even becoming an additional burden in their life and why?
- What would be a sufficient size for test / pilot regions? (e.g. Austria increased from 50 test households to 100)
    - Does this enlargement create benefits for the regions / evidence or is it more becoming a hard hurdle?
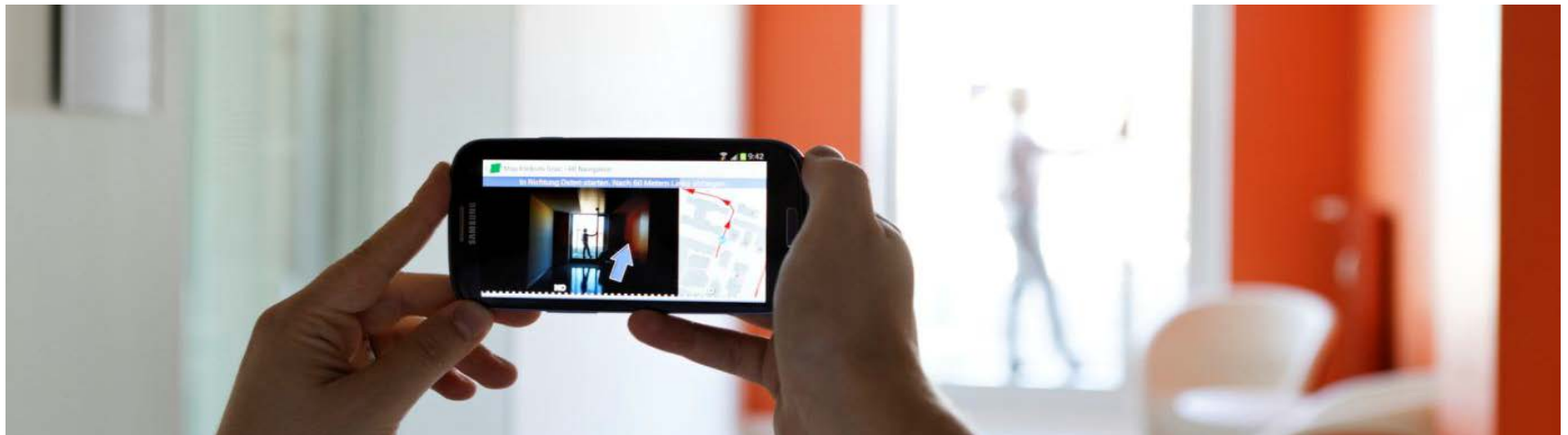   - What can be learnt from the test regions?

Workshop agenda

- Presentations (á 10 minutes)
    - **How can pilots be of help – raising awareness for AAL solutions and or creating evidence?** Two Austrian examples ModulAAR and ZentrAAL (Lukas Roedl, Cornelia Schneider)
    - **The needs of private care companies – what are their expectations on AAL?** (Mike Dorst)
    - **Experiences from an AAL technology provider: barriers and success factors to market entrance** (Raquel Sousa)

- World Cafés (á 10 minutes)
    - **Is it still a matter of technology? What is missing?** Chair: Raquel Sousa
    - **How can (economically driven) bottom-up approaches look like? What are the stimulators?** Chair: Kristina Förster
    - **How can we achieve representative samples in piloting projects and who is going to pay for that?** Chair: Cornelia Schneider

- Wrap up of World Cafés (á 5 minutes)

Many thanks – and now the floor is yours!

Kurt Majcen
kurt.majcen@joanneum.at
+43 316 876-1636

JOANNEUM RESEARCH
Forschungsgesellschaft mbH

Institute for Information and
Communication Technologies

www.joanneum.at/digital