



**Horizon 2020**  
**Info Day**  
**Brussels, 8 July 2016**  
**Ramon Sanmartin Sola**

**Societal Challenge #1**  
**Health, demographic change**  
**and well-being**  
**ICT for Ageing Well**



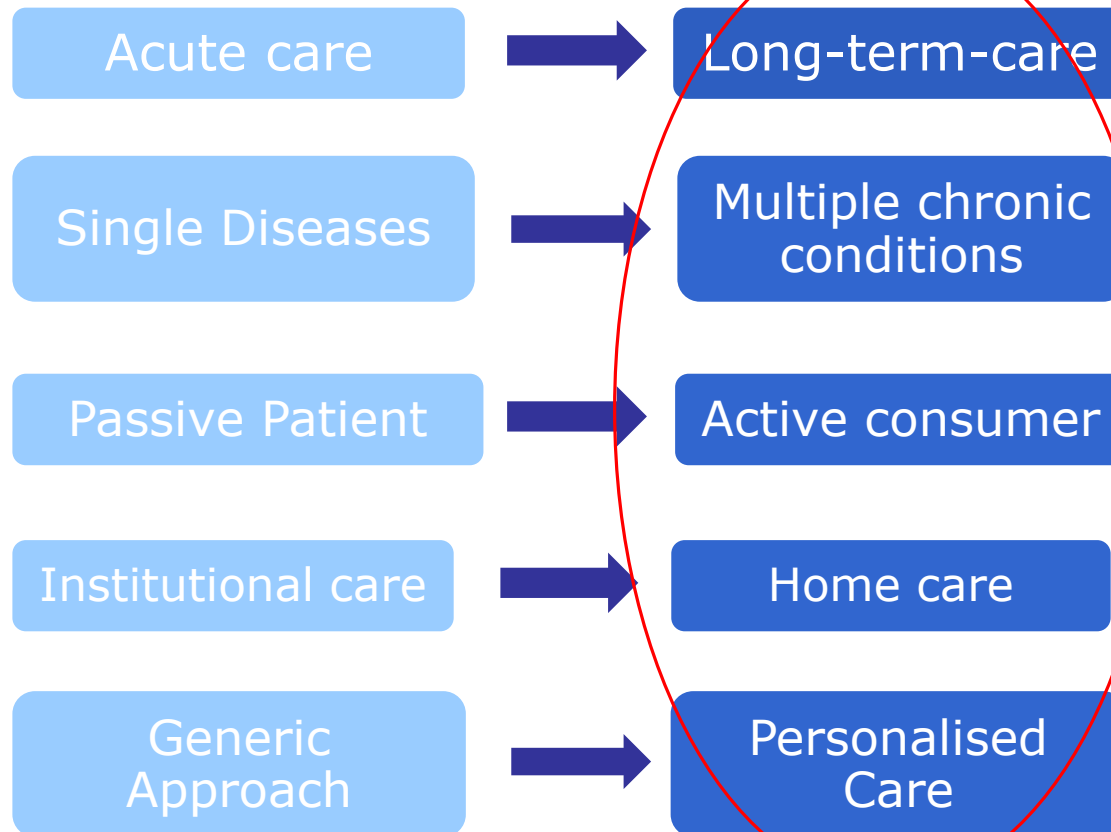
**E-Health, Well-being and Ageing Unit (H3)**  
**DG Communications Networks, Content and Technology**  
**European Commission**

**SC1-PM-15-2017:  
Personalised coaching for well-being and care of  
people as they age**

**SC1-PM-17-2017:  
Support for large scale uptake of Digital  
Innovation for Active and Healthy Ageing**

**SMEInst-06-2016-2017 - Accelerating market  
introduction of ICT solutions for Health, Well-  
Being and Ageing Well**

# Transforming Health and Care



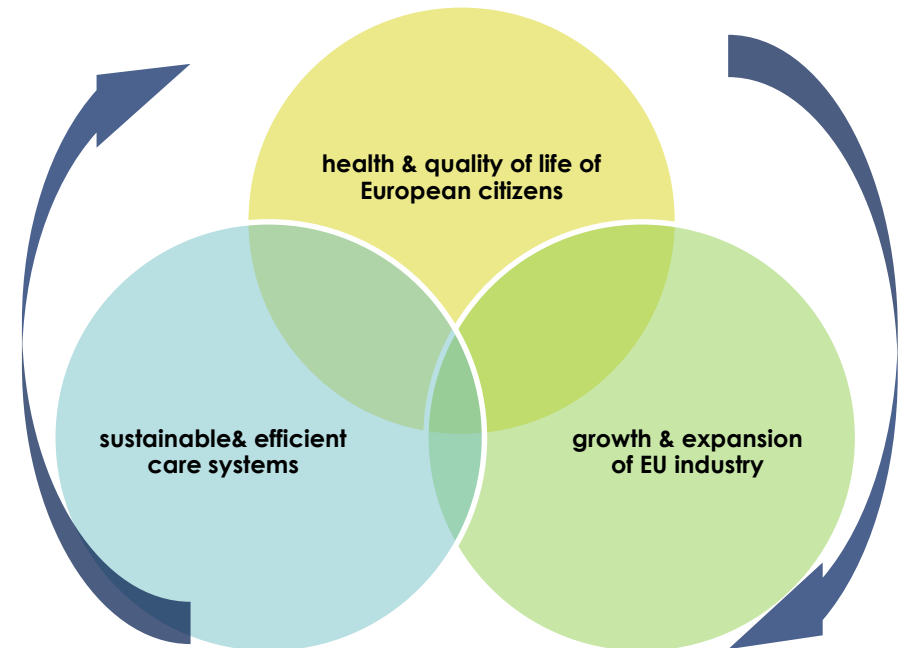
# European Innovation Partnership on Active & Healthy Ageing



## Horizon 2020 - societal challenge 1

+2 Healthy Life Years by 2020

- Is a pilot initiative launched by the European Commission to foster innovation in the field of active and healthy ageing
- Has been conceived for connecting & engaging stakeholders across sectors, from private & public sector to accelerate scaling-up of innovation for active and healthy ageing
- Pursues a Triple Win for Europe





3000 BE Opportunity

Ageing

Horizon 2020 - societal challenge 1

Chronic diseases

Empowerment



1. Boosting Jobs, Growth and Investment

Health policy

Long term Care Strategy

Ageing policy



2. A Connected Digital Single Market

eHealth 2020, mHealth, Silver Economy Strategy

EIP-AHA H2020 AAL EIT-KIC



Health & wellbeing

Integrated care

Cross-border care

Independent living & Active Ageing

Sustainable Health & care

Legal & market conditions

# SC1-PM-15-2017: Personalised coaching for well-being and care of people as they age

**Challenge:** Developing and validating radically new ICT based concepts and approaches for empowering and motivating people in need of guidance and care due to age related conditions

**Scope:**

- Proof of concept of radically new solutions for a personalised "virtual coach";
- Provide personalised advice, guidance and follow-up for key age related issues in daily life which impact the person's ability to remain active and independent e.g diet, physical activity, risk avoidance, preventive measures, lifestyle and activity management, leisure, social participation and overall wellness;
- Multi-disciplinary research beyond state-of-the-art capable of reasoning, autonomous learning and adaptation to personal needs, emotional and behavioural patterns, conditions and preferences as well as the users' living environment and their social connections;
- Users should be involved and drive the innovation at all stages of the project;
- Avoid attention theft by ICT;
- Address relevant ethics, gender, legal and regulatory aspects.

## SC1-PM-15-2017 Expected Impact

- **Usefulness and effectiveness of personalized recommendations** and follow-up in terms of the goals of preserving physical, cognitive, mental and social well-being for as long as possible;
- **Validation of non-obtrusive technology** for physical, cognitive, social and mental well-being;
- **Evidence of user-centred design and innovation**, new intuitive ways of human-computer interaction, and user acceptance;
- **Potential cost-effectiveness** due to enhanced self-care, life-style and care management.

## SC1-PM-15-2017 Deadline, Budgets

- Planned opening date: 20/09/2016
- Submission Deadline: 31/01/2017 (17.00.00 Brussels local time)
- Research and Innovation Action
- Cumulative threshold: 12 (4/4/3)
- EU contribution 3-4 million €
- Total Budget: 25 million €

Link to Participant Portal:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/3069-sc1-pm-15-2017.html>





# SC1-HCO-17-2017: Support for large scale uptake of Digital Innovation for Active and Healthy Ageing

**Challenge:** Promoting the effective uptake and impact of on-going activities on scaling up of digital innovation for active and healthy ageing pursued by the EC. Leveraging additional investments by mobilising other national and regional programmes together with private investments

**Scope:** Proposals should provide support to administration, external communication and coordination of the stakeholder groups and partners engaged in the following activities:

## 1. Facilitating successful introductions of innovations to the market

- Providing support to innovators, buyers/industry integrators, distribution networks and investors in their efforts towards market uptake
- Maximize EU-wide and global market uptake of innovative digital solutions developed by EU funded projects in the area of active and healthy ageing;
- Develop and execute an "Innovation to Market" (I2M) plan of activities that will enable early cross-border engagement across the EU and internationally; to be built upon existing European initiatives and networks in this area

**Scope:** Proposals should provide support to administration, external communication and coordination of the stakeholder groups and partners engaged in the following activities:

2. Support to the further development of a European "Blueprint" on Digital Innovation for Active and Healthy Ageing

- Provide support to enhance the European policy vision "Blueprint" and strengthen the community of public and private stakeholders actively supporting it
- Elaborate an updated roadmap setting out the most important ICT enabling technologies which will impact on key users scenarios in active and healthy ageing in the short, medium and long term
- Facilitate cooperation of key stakeholders –industry, financial institutions, investors, insurers, research community and public authorities (health and care organisations) that committed to innovate at large scale- to mobilise private investments and identify market opportunities as well as threats to Europe's digital health and care delivery and silver economy sectors

**Scope:** Proposals should provide support to administration, external communication and coordination of the stakeholder groups and partners engaged in the following activities:

3. Support to the activities of the EIP on AHA:

- Support for the development and execution of EIP on AHA Action Group plans 2018-2020
  - Support Reference Sites initiatives to scale up innovation across the EU
  - Manage the MAFEIP tool to capture the impact of the EIP on AHA activities
  - Strengthen the external communication of the EIP on AHA vis a vis investors, industrial players, start-ups / SMEs and public authorities
  - The proposal will seek to establish the foundations for the self-sustainability of the EIP on AHA organisation (beyond 2020).
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- Lead to extended reach to (and continued support by) external stakeholders, including industry players, the investment community, health and care organisations, national and regional public authorities and governments
  - Identify synergies, establish communication links and build on relevant research and innovation activities of H2020 and other EU, national and international programmes targeting AHA.

## SC1-HCO-17-2017 Expected Impact

- **Increased uptake of digital solutions for Active and Healthy Ageing**, including results from relevant Horizon 2020 research and innovation activities;
- Accelerated progress on favourable framework conditions to **scaling-up digital innovation for active and healthy ageing across the EU**;
- **Increased levels of participation by external stakeholders** in the development and execution of the policy activities as described above (policy vision "Blueprint", I2M and EIP on AHA);
- Contribution of the policy activities to **i. The Quality of Life of the EU population, ii. The Sustainability of Health and Care delivery and iii. Economic growth and job-creation in the EU.**

## SC1-HCO-17-2017 Expected Impact

- **Increased levels of investment by public authorities and private investors** in digital innovation for health and active ageing that result from policy activities.
- Enhanced communication with external stakeholders and coordination of activities **within the EIP on AHA and between the EIP on AHA and other new or existing policy activities.**
- **Enhanced synergies** with other relevant CSAs and Research & Innovation projects financed by the European Commission.

## SC1-HCO-17-2017 Deadline, Budgets

- Planned opening date: 20/09/2016
- Submission Deadline: 31/01/2017 (17.00.00 Brussels local time)
- Coordination and Support Action
- Cumulative threshold: 10 (3/3/3)
- EU contribution 2 million €
- Total Budget: 2 million €



## **SMEInst-06-2016-2017: Accelerating market introduction of ICT solutions for Health, Well-Being and Ageing Well**

- Overcome the current gaps in exploitation of promising research results in ICT for Health, Well-being and Ageing well
- Stimulate increased availability and market uptake of relevant ICT products and services
- Interoperable and secure eHealth solutions for consumers and institutional healthcare delivery building on standards
- New ICT solutions and innovation ecosystems for ageing well building on open software platforms, in order to deliver new and more efficient care to European citizens and respond to new market opportunities for SMEs.
- Particular attention to potential for disruptive innovation and fast market up-take
- Opportunity for SMEs and young companies that are looking for swift support to their innovative ideas

## SMEInst-06-2016-2017 Cut-off Dates

Phase	Deadlines	
<b>SME-2</b>	<b>13 Oct 2016</b>	<b>18 Jan 2017</b> <b>06 Apr 2017</b> <b>01 Jun 2017</b> <b>18 Oct 2017</b>
<b>SME-1</b>	<b>07 Sep 2016</b> <b>09 Nov 2016</b>	<b>15 Feb 2017</b> <b>03 May 2017</b> <b>06 Sep 2017</b> <b>08 Nov 2017</b>



## SMEInst-06-2016-2017 Indicative budget

- 2016: 18 million €
- 2017: 12,5 million €
- EC contribution: maximum 70 % of the total eligible costs
- Phase 1: 50.000 EUR
- Phase 2: 0.5 to 2.5 million EUR
- Link to Participant Portal:  
<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/6114-smeinst-06-2016-2017.html>



## Relevant DG CNECT innovation policy documents and overview of EU-funded projects

- EU Silver Economy Strategy [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing&pg=silvereconomy](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=silvereconomy)
- European Scaling-up Strategy in Active and Healthy Ageing [https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/scaling\\_up\\_strategy.pdf](https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/scaling_up_strategy.pdf)
- European Innovation Summit on Active and Healthy Ageing [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing&pg=2015-summit](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=2015-summit)
- ICT for Active and Healthy Ageing <http://ec.europa.eu/digital-agenda/en/policies-ageing-well-ict>
- European Innovation Partnership on Active and Healthy Ageing [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing)
- Active and Assisted Living Joint Programme <http://www.aal-europe.eu/>
- EIT KIC on Healthy Living and Active Ageing <https://eithealth.eu/>
- Joint Programming Initiative More Years – Better Lives <http://www.jp-demographic.eu/>
- Overview of the EU-funded projects in ICT for Ageing Well <https://ec.europa.eu/digital-agenda/en/news/overview-eu-funded-running-projects-area-ict-ageing-well>

## Contact and more info

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**Newsletter: [ec.europa.eu/information\\_society/newsroom/cf/dae/login.cfm](https://ec.europa.eu/information_society/newsroom/cf/dae/login.cfm)**