European Innovation Partnership on Active & Healthy Ageing - EIPonAHA

Roberto Zuffada – PROEIPAH project

Silver Marketing
New value paradigms for senior customers
University Bocconi
Milano, 27 June 2016
Silver Marketing: New value paradigms for senior customers

Europe’s Ageing Society
Europe road to 2018
Supporting Active and Healthy Ageing
The EIP on AHA
Europe’s Ageing Society
Europe is facing a demographic challenge

- Increasing public health and care budgets on average by 1-2% of GDP until 2060
- Expected shortage of labour supply in the caring services is estimated to reach 20 million by 2025
Number of chronic conditions by age group

Demographic Change

From Societal challenge

Dependency Ratio
From 1:4 to 1:2
80+ doubles by 2025

Cost of Care
GDP by 2025 Cost of Care

Human Resources
Shrinking work force
Lacking 20 million carers by 2025

To Major Opportunity

Empowerment
Active Ageing

New Care Models
Home based
Integrated care
Large Efficiency gains

Growth and Markets
3000 B€ wealth
85 Million Consumers – and growing
• Lack of sustainable models for health and care delivery in the EU
• Absence of a coordinated approach to health and social care reforms
• Lack of participation by patients and carers in the design, implementation and evaluation of the reforms in care systems
• “Siloed” approaches to innovation...

have hindered the ability of realising a triple win for Europe.
- **Barriers to scaling up innovation** in digital health and connected care
- **Dispersed** initiatives and stakeholders
- **Lacking** critical mass and alignment on costs and benefits
- **Fragmented markets** across the EU and across the spectrum of services covering the care continuum

*Quadruple Helix: policy makers + innovators + industry + user communities*

*Vision: to identify market needs and aggregate actions to overcome fragmentation and define joint strategies to maximise the benefits for the economy, the citizen and the health and social care delivery systems in those identified areas of opportunity.*
Demographic Change & EU Agenda

1. Boosting Jobs, Growth and Investment

Health policy

Social Care Long term Care Strategy

Ageing policy

eHealth 2020, mHealth, Silver Economy Strategy

European Innovation Partnership on Active and Healthy Ageing EIP-AHA

Horizon 2020 Societal Challenge 1 Health, Demographic Change and Wellbeing

Active Assisted Living Joint Programme (AAL)

European Institute of Technology- KIC on Health and Ageing

Health & wellbeing  Integrated care  Cross-border care  Independent living & Active Ageing  Sustainable care  Legal & market conditions
European road to 2018
EU OBJECTIVES 2016-2018 – ACTIVE & HEALTHY AGEING INNOVATION

**DEPLOYMENT OF INNOVATION**
50 + REGIONS
DEPLOYING LARGE-SCALE, SUSTAINABLE, DIGITALLY-ENABLED INNOVATIVE SOLUTIONS FOR ACTIVE AND HEALTHY AGEING

**INVESTMENT**
REACHING TOTAL OF €500 MILLION INVESTMENT IN DIGITAL INNOVATION FOR HEALTH & CARE. €250 MILLION PUBLIC INVESTMENT – MATCHED BY €250 MILLION FROM PRIVATE SOURCES

**PEOPLE**
REACH ADDITIONAL 4 MILLION PEOPLE IN EUROPE BENEFITING FROM DIGITAL INNOVATION ACTIVE & HEALTHY AGEING.

**HORIZONTAL GOALS**
Critical Mass adoption of "Monitoring and Impact Assessment Framework" (MAFEIP)
Critical Mass adoption of "Innovative Practices Repository EIP on AHA"
Key European Commission initiatives

EUROPEAN INNOVATION PARTNERSHIP ON ACTIVE & HEALTHY AGEING

SILVER ECONOMY STRATEGY (Launched March 2015)

H2020 SOCIETAL CHALLENGE 1 "HEALTH, DEMOGRAPHIC CHANGE & WELLBEING"
Silver Economy & EU Agenda

• Economic opportunities in the public and consumer markets
• Global Silver Economy valued at $7 trillion per year, to reach $15 trillion by 2020
• Considered the 3rd largest economy in the world
Silver Economy & EU Agenda

What is it?

• Money spent by consumers, companies, and governments on products, services and activities as people age

• Employment, personal income, corporate revenue and profit, personal and corporate paid taxes, and other macroeconomic multiplier benefits

• Productivity increases from changes that integrate the physical capabilities and behaviours of workers aged 50+

• Value creation by new 50+ entrepreneurs

• Tangible and intangible benefits of retaining older skilled workers
Silver Economy & EU Agenda: increasing opportunities
Silver Economy & EU Agenda: some lead market

- Integrated Care (Health + Social / Community Care)
- Connected Smart Homes (Digital Care-at-Home Solutions)
- Silver Tourism (Senior Tourism Enabled by Innovation)
Supporting Active and Healthy Ageing
The EIP on AHA
An ageing population is clearly one of the most important challenges but also opportunities for Europe.

Carlos Moedas, European Commissioner for Research, Science and Innovation, European Summit on Innovation for Active and Healthy Ageing, Brussels, 9-10 March 2015
EIP on AHA

- Is a stakeholder-driven initiative launched by the European Commission to foster innovation in the field of active and healthy ageing
- Has been conceived for connecting & engaging public and private stakeholders across sectors that compose the innovation value-chain, to accelerate scaling-up of innovation for active and healthy ageing
- The EIP pursues a Triple Win for Europe

+2 Healthy Life Years by 2020

Health & quality of life of European citizens

Sustainable & efficient care systems

Growth & expansion of EU industry

https://ec.europa.eu/eip/ageing
EIP on AHA

EIP on AHA is driven by **Action Groups** (Commitments & Collaborative Works) and **Reference Sites** (Regional ecosystems):

- **Individual commitments** and **collaborative works** clustered in 6 Action Groups

- **Reference Sites** i.e. coalitions of regions, cities, integrated hospitals or care organisations aimed at providing a comprehensive, innovation-based approach to active and healthy ageing
EIP on AHA First period of activity (2012-2015)

6 ACTION GROUPS

A1 Adherence to prescription
A2 Falls prevention
A3 Functional decline and frailty
B3 Integrated care
C2 Independent living solutions
D4 Age friendly environments

32 REFERENCE SITES 2012-2015

Reference Sites - coverage
EIP on AHA Roadmap for period 2016-2018

ACTION GROUP ACTIVITIES

INCLUSION OF NEW "PARTNERS"

SYNERGIES & COLLABORATIVE ACTIONS

IMPLEMENTATION OF 2016-2018 ACTION PLANS

REFERENCE SITES ACTIVITIES

PEER-REVIEW OF 78 APPLICATIONS

TWINNING PROGRAMME "ACCELERATE DEPLOYMENT"

COMMUNICATIONS PLAN "SHOWCASE INNOVATION" – DEC. 2016 AWARD CEREMONY
Results of the new Call for Commitments for the period 2016-2018

• **850 new Commitments** (up from 517), over 2,500 organisations

• **Stakeholders** (SMEs, industry, research organisations, civil society / NGOs, health and care organisations, public authorities and government bodies)

• **78 Reference Site applications** (from 22 Member States) = more than doubling the previous set of 32 Reference sites

(reference sites are regional and national authorities and alliances of stakeholders, invested in scaling up innovative solutions for the ageing population in their regions).
EIP on AHA horizontal activities

Welcome to the EIP on AHA portal

This platform is a communication and information hub for all actors involved in Active and Healthy Ageing through Europe; the place to promote news and events, to meet and exchange ideas with peers, to look for potential partners on innovative projects. Join our growing and fruitful community and let’s work together to make the EU a place of excellence in innovation for healthy ageing!
SHARING INNOVATIVE PRACTICES

• EIPonAHA developing metrics, tools and evidence of innovation impact at scale (Innovation Repository)
• Exchange on an international level with USA, Japan, Canada, China, and others.

STRENGTHENING INTERNATIONAL COOPERATION

• G7 Ministerial ICT
• International Day – European Summit on Innovation for Health and Active Ageing (5-7 December 2016)
How to join EIP on AHA

Through:

- Call for commitments (permanently open)
- Call for Reference Sites (once every 3 years – next one est. 2018)
How to join EIP on AHA

Organisations can

• **Submit Individual commitments**: on-going or not-yet started task (project, programme, initiative, paper, scientific article, workshop…) promoted by a single or several organisations addressing one objective of the Action Plans

• **Join a new Collaborative work** already identified in the Action Plan or propose a new one. A Collaborative work is defined as an agreed specific objective carried out by several individual commitments which are grouped together for jointly tackling a common challenge

• **Contribute to Sprints**: short-time period (6 months) prioritised tasks delivered within a Collaborative work

• **Participate to a Synergy**: thematic working group whose theme is cross-cutting to one or several Action Groups under the EIP on AHA

How to join EIP on AHA

Commitments, Collaborative works and Synergies results and outcomes are
- Reported and monitored through the on-line Commitment Tracker Tool
- Published and automatically integrated in periodic reports
- Analysed for producing statistics, graphs and quantitative indicators of impact
Why join EIP on AHA?

Partners joining EIP on AHA can

• Learn from others with shared interests or that have gone through similar challenges / opportunities

• Contribute in deploying large-scale, digitally-enabled innovative solutions for active & healthy ageing

• Share and work together for scaling-up innovative practices

• Deliver creative and workable solutions improving the lives and health of older people
What can EIP on AHA offer stakeholders?

EIP on AHA is not a funding line, but...

• Several calls for proposals (e.g. Horizon 2020) are inspired by and contribute to the work of EIP on AHA
• Opportunity to learn from best / innovative practices already implemented and measured (impact assessed).
• Sharing own experiences and ideas and seeking to establish new partnerships that will help scale up innovative AHA solutions across the EU / global markets – OR – accelerate investment into implementation of innovation at local regional level
• A ‘quality mark’ for stakeholders, recognition of excellence (for Reference Sites) and recognition of expertise and leadership for those leading
Some EIP on AHA Achievements

• Impact on Quality of Life of People:
  • around 125.000.000 European citizens involved in adherence to medical plans related initiatives

• Pharmacists involved in the new initiatives addressing patient adherence at national and regional:
  • more than 100.000 European pharmacists targeted for adherence-improving interventions

• Regions and countries fostering a network of professionals involved in training for Falls prevention:
  • 55 European cities,
  • from 35 regions in 9 Countries
Some EIP on AHA Achievements

- **End-users involved in “Frailty” (cognitive and physical) activities:**
  - more than 28,700 screenings/assessments throughout the EU;
  - follow up of more than 2,900 older adults affected by chronic diseases;
  - provision of more than 15,000 home care services to pre- and frail adults;
  - training to more than 6,300 informal caregivers

- **Best practices on Interoperability:**
  - 8 best practices around innovative procurement;
  - 14 best practices around user empowerment
Some EIP on AHA Achievements

- Regional and Local authorities that have joined the Covenant on Demographic Change:
  - 328 members

- Involvement in age friendly programmes and initiatives launched at regional and local level:
  - 1,689 regional and local authorities;
  - around 1,000,000 citizens taking part in training, empowerment and advocacy activities;
  - more than 93,000 citizens participating to physical, quality of life and contrast to chronic diseases activities
Save the date

European Summit on Innovation for Active & Healthy Ageing – 5/8 December 2016

• Digital Single Market
• Support economic growth and jobs in the Silver economy
• "Blueprint for Digital transformation of Health and Care"
Thank you!

https://ec.europa.eu/eip/ageing/home_en