



Demographic Change: EU perspective on Innovation as a driver for Personal and Household Services in Europe

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Demographic Change



From Societal challenge

To Major Opportunity



Dependency Ratio

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



Empowerment

Active Ageing

Cost of Health & Care

Up 3-4 % GDP
by 2025



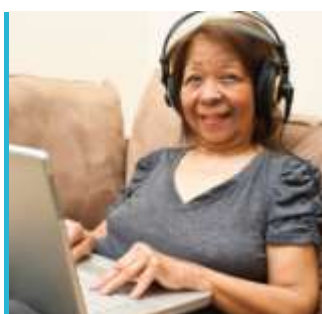
New Care Models

Home based
Integrated care
Large Efficiency gains



Human Resources

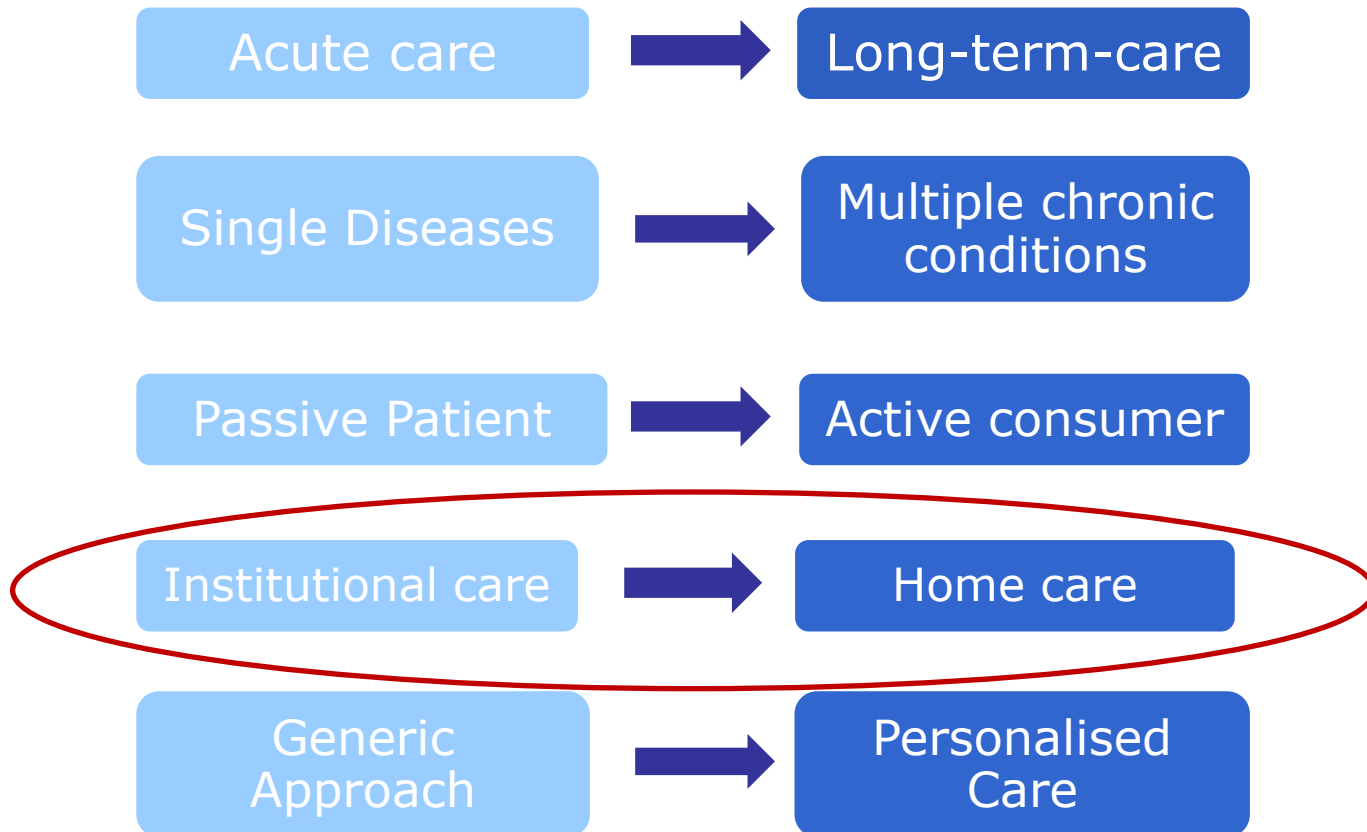
Shrinking work
force
Lacking 20 million
carers by 2025



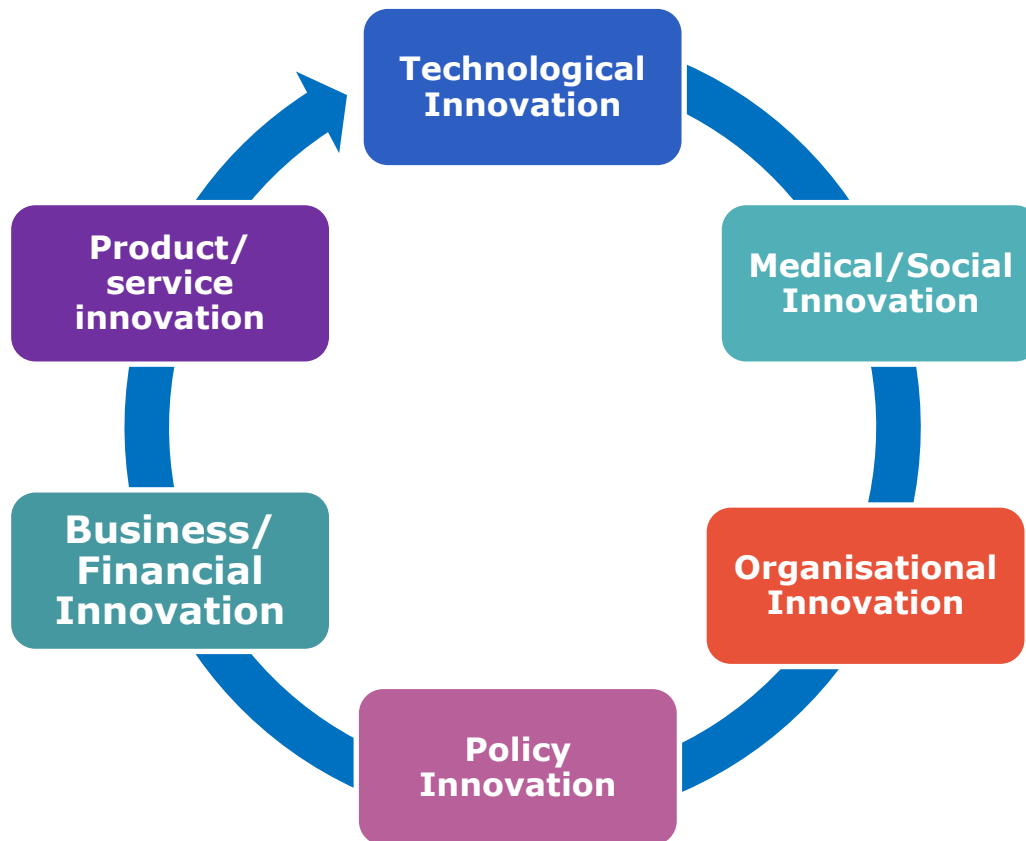
Growth and Markets

3000 B€ wealth
85 Million Consumers
– and growing

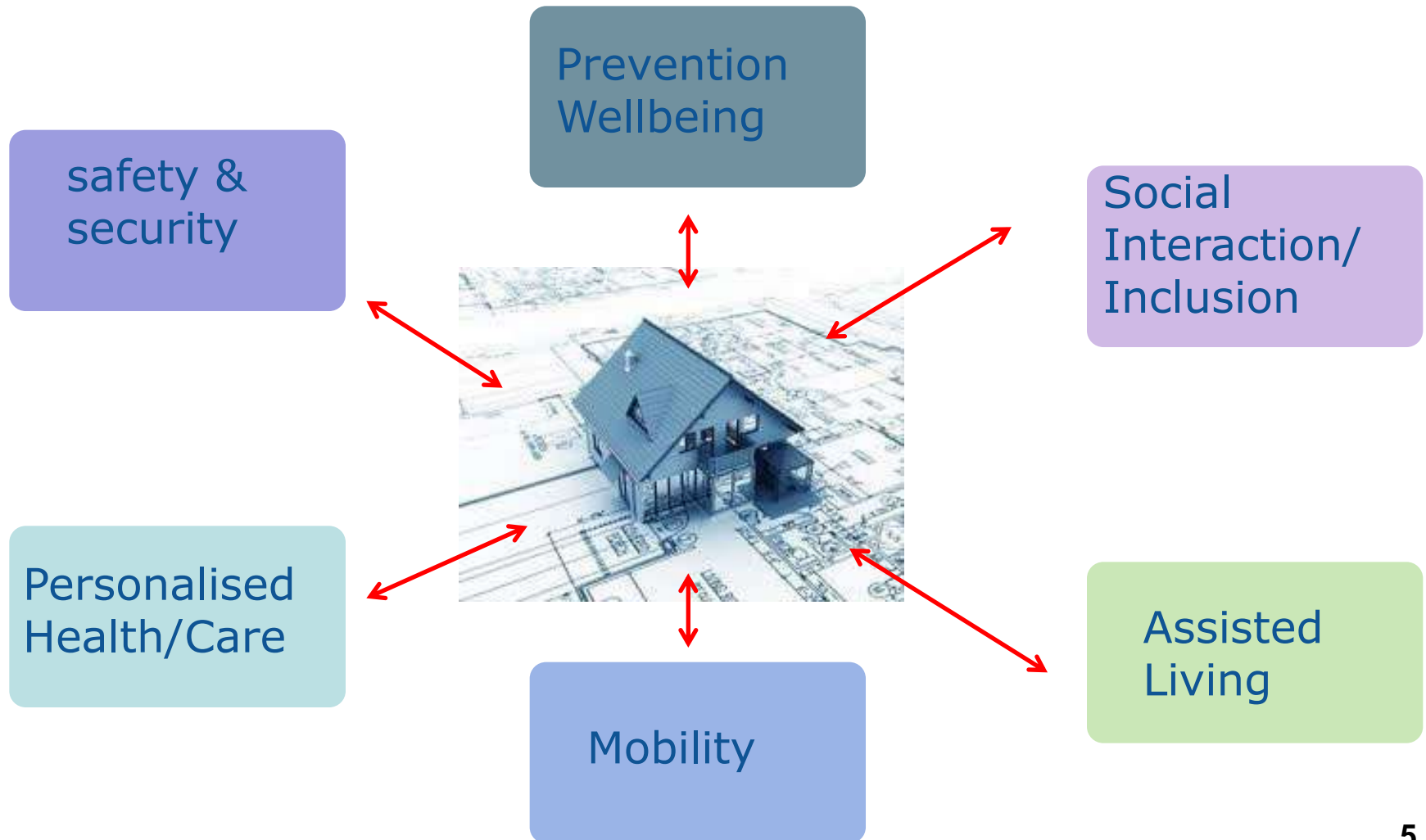
Transformation of Health/Care Systems



Innovation in Active and Healthy Ageing



Active and Healthy Ageing





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

H2020

AAL

EIT-KIC

EIP-AHA

1.9 Billion €
2014-2020

Health & wellbeing

Integrated care

Cross-border care

Independent living & Active Ageing

Sustainable Health & care

Legal & market conditions

A scalable EU Silver Economy

- 3000 B€ Wealth by people over 65
- 85 Million Consumers over 65 and growing
- <15% ICT use

The
Consumer
Market



- Care costs
~1000 B€ /year in Europe (8 % GDP)
- 10% for innovation
~100 B€ /year

The Public
Market



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, AAL Programme)
- Optimize EC Support Tools (PPI)

BUILDING ON STAKEHOLDER PLATFORMS

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

WHO?

Partnerships
Between...

EU

Member States

Public Authorities

Businesses

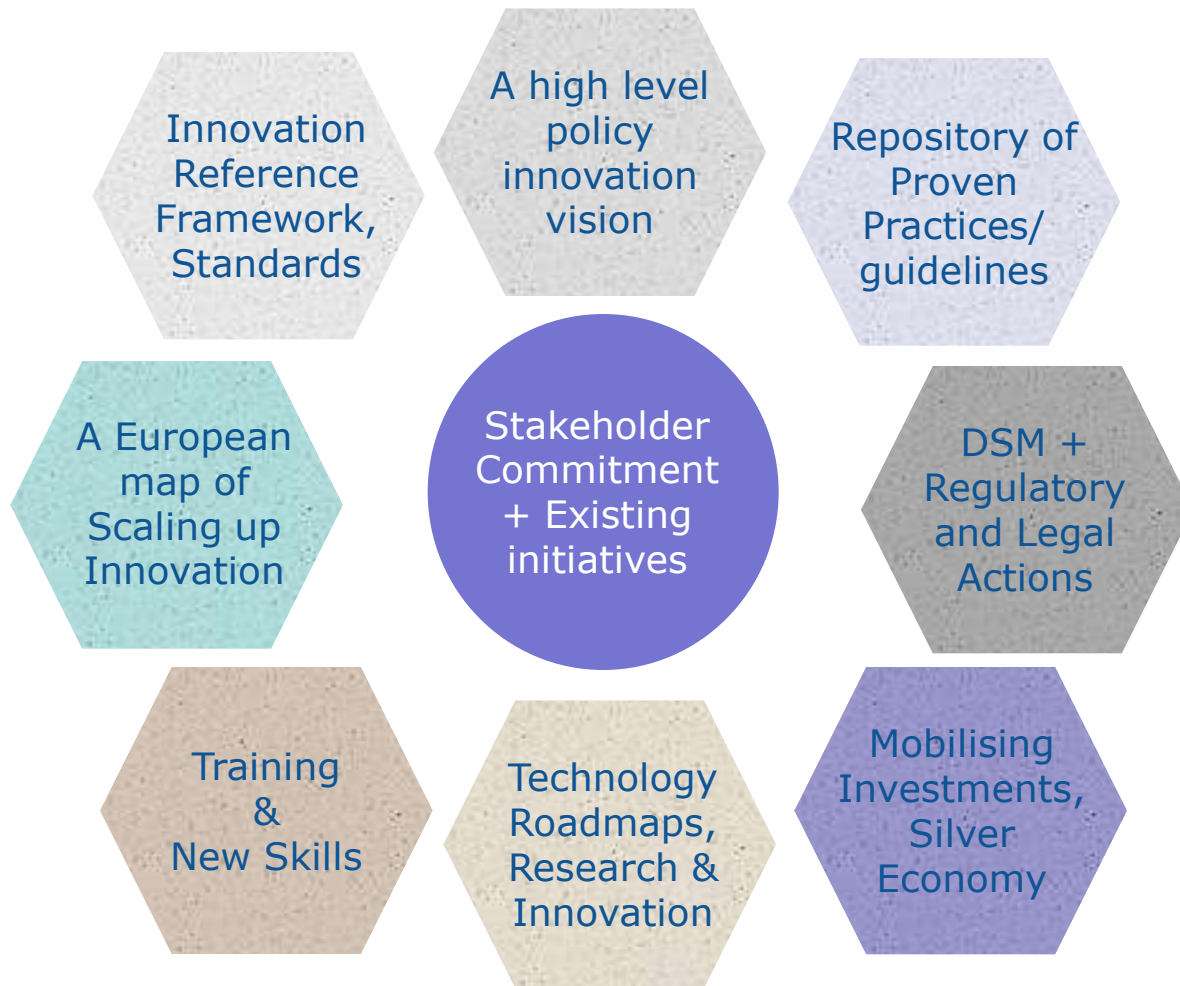
Financial
Institutions &
Investors

Civil Society

Organisations



A European Blueprint for Digital Transformation of Health and Care



Challenges and Opportunities for PHS

- **How do we meet demand for home care?**
 - **Make jobs and services more attractive**
 - **Need for new (and recognised) digital skills**
- **Overcoming barriers for scaling up innovation**
 - **New policies stimulating innovation**
 - **European Innovation Partnership on Active and Healthy Ageing**
 - **Blueprint for Digital Transformation of Health and Care**
- **Major (and growing) market opportunity for Business**
 - **85 million potential customers now**





Recent DG CNECT innovation policy documents related to Active and Healthy Ageing

- EU Silver Economy Strategy http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=silvereconomy
- EU Silver Economy Study
<http://www.smartsilvereconomy.eu/home>
- European Scaling-up Strategy in Active and Healthy Ageing
https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/scaling_up_strategy.pdf
- Blueprint for digital Transformation of Health and Care
<http://ec.europa.eu/research/conferences/2016/aha-summit/index.cfm?pg=blueprint>
- 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
- 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
- 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/>