

AAL FORUM – Lecce Italy, September 26-28, 2011

EU Commissioner Antonio Tajani to open the event High level plenary keynote speakers confirmed



Brussels, 5 August, 2011 - European Commissioner for Industry and Entrepreneurship and Vice-President of the European Commission Mr. **Antonio Tajani**, will open the upcoming AAL Forum, that is going to be held in Lecce, Italy, between 26 and 28 September 2011.

Mr. Tajani, will do the honours along with the President of the Puglia Region, **Mr. Nichi Vendola**, and the President of AALA **Prof. Lena Gustafsson**. The plenary opening session that will follow will conclude with a debate on market challenges.

The programme of the event is online. Visit our website to discover the contents of this yearly event of the AAL world and to register to the Forum (<http://www.aalforum.eu/>).

Three plenary sessions with high-level key-note speakers will cover the following challenges and prosperous AAL domains:

- **Industry, users and market challenges (September 26)**
- **European Innovation Partnership on Active and Healthy Ageing (September 27)**
- **AAL solutions to support Social Innovation (September 28).**

Plenary key-note speakers (more to be announced shortly)



Among the key note speakers, Ms. **Anne Sophie Parent**, Secretary General of Age Platform, who will expose user needs, Mr. **Constantijn van Oranje-Nassau**, member of the cabinet of Commissioner Neelie Kroes, Vice President of the European Commission, who will illustrate the policy and strategy of the European Innovation Partnership on Active and Healthy Ageing, and former director of the WHO, Mr. **Alex Kalache** who will bring an international perspective on the needs of AAL solutions.

Hands on: SMEs and the Projects

Some Small and Medium Enterprises (**SMEs**) will present their successful stories and will share their experiences on how to do business in the Ambient Assisted Living domain and how to enter the market. The first edition of the **AAL Forum's award** will recognize the AAL programme project that demonstrates great promise in terms of innovation, human-centric approaches to development and market potential.

A substantial number of speakers from all over Europe will intervene and discuss about the way forward for independent and healthy ageing in Europe, and the themes of the five tracks will span over the most actual and pressing topics in the Ambient Assisted Living field:

- **Wellbeing and care of older adults with chronic conditions**
- **Social interaction**

- **Independence and participation in the self-serve society**
- **Future potential AAL calls**, and
- **European policies for ageing well in a global context.**

Side Events

How to make a business model? How do the intellectual property rights regulate AAL?

A number of side events are envisaged to involve the audience at all times while presenting the AAL world from all its different angles: the **young researcher and PhD workshop** on Innovative Solutions for Elderly welcome young scientists from various disciplines (geriatrics, engineering, architecture, informatics, psychology, sociology, nursing sciences, economics, etc.) who investigate AAL solutions for older adults; the **IPR Helpdesk**, where regulations and agreement on the management of Intellectual Property Rights (IPR), will be extensively exposed; the **EvAAL Competition**, which is a new-born initiative aimed at evaluating (technical) solutions related to Ambient Assisted Living by organizing annual international contests; the **Social Robotics: experience with end users** on the challenges of co-designing social robots and their societal diffusion models; involving the users, (family) carers and medics; the **AAL in the built environment**; and the **Business consultation corner**, where AAL projects/partners can 'book' an expert to discuss their business model and receive some guidance for further development.

Organisation and Stakeholders

The AAL Forum will bring together industry representatives and stakeholders, researchers, entrepreneurs, end-users and policy makers and will provide them with a unique knowledge-sharing platform to discuss the state-of-the-art and way forward of innovations for active ageing.

The Forum, this year in its third edition, is a European conference co-organized by the AAL Joint Program (AAL JP), the Italian Ministry of Education, University and Research (MIUR), the Puglia Region, the Institute for Microelectronics and Microsystems of the Italian National Research Council (CNR-IMM), the Italian Association Ambient Assisted Living (AitAAL), the Province of Lecce, the Municipality of Lecce and Roma Multiservizi.

The objective of the event is twofold: on the one hand the conference aims to show the significant progresses made by the AAL JP projects and its practical implications on the daily life of seniors. On the other hand, considerable attention will be dedicated to the most recent EU initiatives, like the *European Innovation Partnership and its pilot on Active and Healthy Ageing* promoted by the European Commission.

Join us in Lecce!

Join the AAL Forum to discover the today AAL results and possibilities and contribute to shape the future of ICT based solutions to support seniors!

More information, contacts, and registrations

<http://www.aalforum.eu/>

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