



EUROPEAN COMMISSION
Directorate-General for Communications
Networks, Content and Technology

Digital Society, Trust and Security
Digital Social Platforms



Neighbourhoods of the Future

Informing the creation of a European Reference Framework for
Age-friendly Housing



5th of October 2016 at WHINN - Week of Health and INNovation



Utrecht University



ODENSE
KOMMUNE

CIID

COPENHAGEN
INSTITUTE OF
INTERACTION
DESIGN

The European Commission invites you to join a “Meeting of Minds”, where we will take a fresh look at innovating smarter new build and retro-fit home environments, with a view to empowering an ageing population to live healthier, more meaningful, connected lives with dignity and autonomy. Participants will inform development of a European Reference Framework for age-friendly housing.

Meet experts and share your views on the most exciting developments in smarter homes, new financing models and urban retrofitting

- Contribute to an emerging evidence base that defines positive ideas of ageing in more measurable terms
- Find out about mobilising investment, i.e. what is needed to show (public, private) investors the expected returns (financial, social, personal) that investing in (smart) independent living can generate
- Network with like-minded stakeholders and join forces in a collaborative effort to identify and capitalize on new routes to market and clear business models that work and scale

European Reference Framework for Age-friendly Housing

Europe is experiencing a demographic shift to a majority older population. The housing market is having big trouble keeping up. At present, 75 % of European housing stock is not considered to be age-friendly. Over the last decade or so, the Commission, together with Member States, has invested in numerous Research and Innovation projects to address this challenge, and support active and healthy ageing at home and in the community. These initiatives have substantially increased our knowledge relating to technological opportunities and their feasibility.

The many innovative solutions emerging are, however, faced with major barriers when meeting fragmented market forces and the muddled complexities of everyday life. It is therefore time to join forces across Europe to elaborate a demand-led paradigm for digitally enriched built environments which can provide clear return on investment by supporting active and independent living.

Following a successful launch event at the European Commission this “meetings of minds” will be the 6th in a series of interconnected Open Innovation Workshops to engage key stakeholders and thought leaders from the digital, construction, health/social care, finance, security and 3rd sectors in an ongoing and sustainable dialogue. The roadshow engages national initiatives and key stakeholders in mutual learning, and explore the benefits of a Europe wide approach to leveraging the necessary investments into age-friendly digital homes and Smart Neighbourhoods of the Future. The results will inform the development of a European Reference Framework for Age-friendly Housing, which must make clear:

- How corporates, SMEs, entrepreneurs, citizens, research institutes and other public, private and 3rd sector stakeholders can work together to facilitate innovation and establish disruptive and sustainable new business models
- How citizens can be encouraged to invest in age- friendly digital homes, based on sound evidence about agile ageing solutions that are healthy, creative, enriching and socially engaging
- What guidelines/standards need to be developed to allow effective solutions to be transferred across and beyond the European Union and which can stimulate a scalable European market of relevant products and services

You can register for the event at www.whinn.dk. More information about the European Roadshow is available at <http://bit.ly/22z83TJ>.

WHINN

WEEK OF HEALTH
AND INNOVATION 2016

WHINN is one of its kind - one week packed with conferences, side events, exhibition, matchmaking, and networking activities all within the field of health and innovation.

At WHINN, you will gain new knowledge, inspiration and insight in the newest research and international trends. Several conferences, events and initiatives are part of WHINN. The result is unexpected encounters and new contacts, which could be the beginning of new business, new collaborations and new opportunities.

Choose one or more events from our event portfolio and register for the event/s you are interested in.

Be inspired by new perspectives: WHINN creates meetings between CEOs and end-users and between clinicians as well as decision makers.

WHINN is located in the city of Odense in Southern Denmark, an area that is known to be a frontrunner within health technology and innovation.

Agenda

9:30 - 10:00 Registration & Coffee

10:00 – 10.20 Welcome speech

Chief Municipal Executives Brian Skov Nielsen (Elderly and Disabled) and Deputy Mayor Jane Jegind (Culture and City development) - Municipality of Odense

10:20 – 10:50 Introduction to Age-friendly housing

Chair: Ian Spero (Creative Skills for Life)

- [A European Reference Framework for Age Friendly Housing](#)- Peter Wintlev/Horst Kraemer - DG Connect - European Commission
- [Welcome to the Agile Ageing Alliance, Aims and Aspirations](#) - Alexander Peine - Utrecht University & Chair ECTP Active Ageing & Design Committee
- [Opportunity-based Design & Research](#) –Laura Boffi – CIID-Research

10:50 - 11:20 Scene Setters

- [“Ecosystem of sensors – the Helicopter project”](#) – Laura Boffi – CIID-Research
- [“Living Labs in the Region of Southern Denmark”](#) - Lise Wraae Silberling - CoLab Denmark

11:20 - 11:30 Coffee break

11:30 - 12:30 Open Innovation Workshop I: People Centred Research

Based on previous research activities with an elderly pilot group, CIID will present insights into positive and negative experiences of elderly daily life in their context of ageing (home and neighbourhood).

Opportunity areas drawn from the insights will also be presented to prompt the audience and to envision future age-friendly homes and communities.

12:30 – 13.30 Lunch

13:30 - 14:30 Thematic keynotes

- “Construction innovation and markets” – Prof. Les Ruddock - University of Salford
- “Dementia friendly community” - Nis Peter Nissen - Director of “Alzheimerforeningen”
- “Welfare Robotics” - Prof. Norbert Krüger – Southern Denmark University - The Maersk Mc-Kinney Moller Institute

14:30 – 15:30 Open Innovation Workshop II: Concepts generation

In this workshop the participants will engage in a collaborative working session to envision age-friendly products and services. They will draft future use case scenarios describing how homes and neighbourhoods could be rethought to support ageing in place, social inclusion and active ageing. The use case scenarios will stand as workshop outcomes to inform the EU about future research actions. Moreover, the use case scenarios will also serve to flash out the different roles in interdisciplinary projects for each participant, either belonging to ICT, Construction, Health and Design domain, just to cite a few.

15:30 - 15:45 Coffee break

15:45 – 16:45 Discussion Panel: What are the needed actions?

In this panel, the speakers of the day (ICT, Construction, Health) will engage with the audience in a discussion about the needed actions at European and regional levels to implement some of the use-case developed during the previous workshop.

16:45 – 17:00 Wrap-up of the day

Chairs: Alexander Peine (Utrecht University) & Ian Spero (Creative Skills for Life)