



**A European government perspective
on markets and funding programmes
What can Europe learn from the Austrian model?**

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netcarity training event

Alpbach March 2010

Dynamik mit Verantwortung



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Demographic Change in AT

- 2000 1,67 Mio people > 60 years
- 2010 2 Mio people
- 2026 2,5 Mio people (35% of all)

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Austrian Facts

- Ageing is female
- 80% of care based in family
- 80% of carers are women, with an average age of 56 years
- Value of this service ca. 2-3 bn € per year



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Facts II

- 44% of single households in AT are over 60 years old
- 60% of women and 30% of men over 80 live alone
- Digital divide in the older society + gender gap



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Retirement today

- Starts early (55-60 years)
- Takes longer

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Periods of life

1. Adolescence: training & education
2. Adulthood: employment
3. Seniority: retirement

Third / fourth age, second life ?

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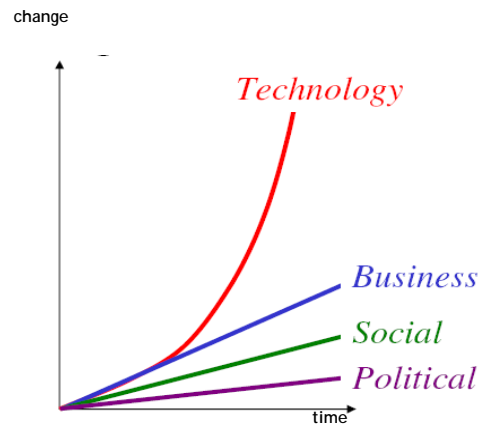
Better Characteristics

- Go-Goes
active, independent elderly person
- Slow-Goes
elderly person with some physical limitations
- No-Goes
in need of care

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Law of Disruption

- Social, political and economic systems change linearly, technological exponentially



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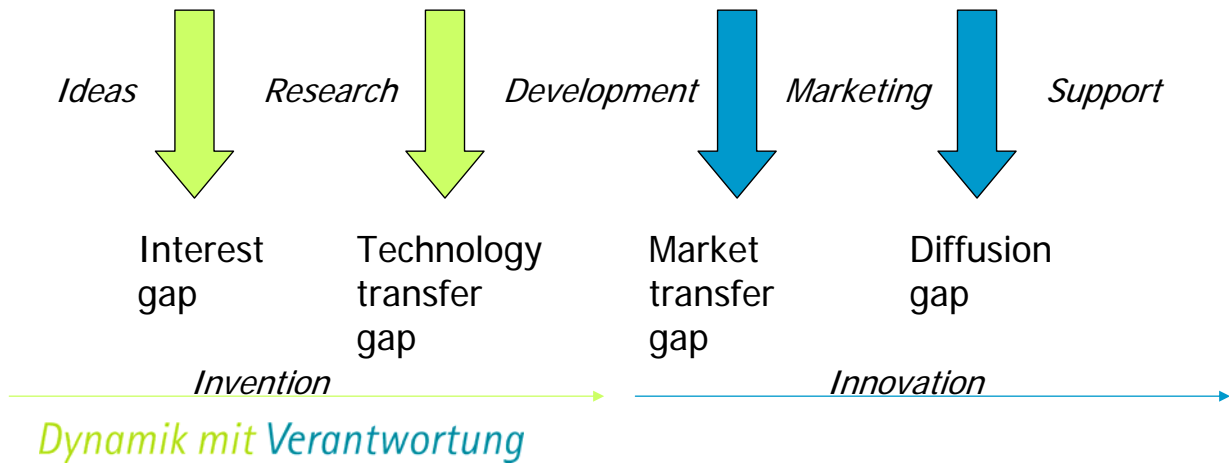
Innovation

- More than invention
- bringing product or service onto the market

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Getting from Mind to Market: Process & Risks

Imagining Incubating Demonstrating Promoting Sustaining



How to get to innovation

- Industry R&D
- 
- Users / buyers wait till the prize is low

takes time

- Customers demands
- 
- Industry R&R on focus

Customers takes risks
Public procurement for lead markets

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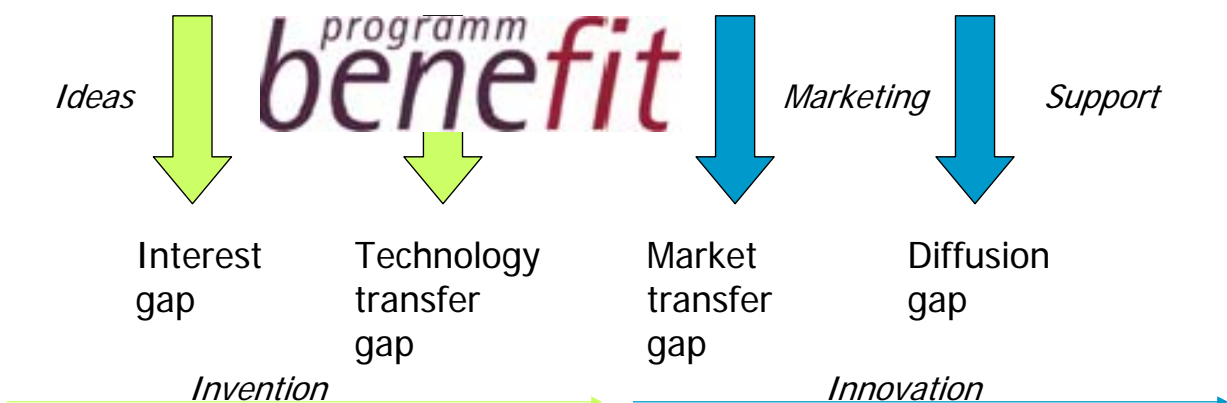
Public procurement for lead markets

- Missionoriented topics:
climate change, demographic change,
etc.
- EU level and front runner e.g. UK, NL,
Scandinavia
- AT guideline procure_inno by BMWA

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Getting from Mind to Market: Process & Risks

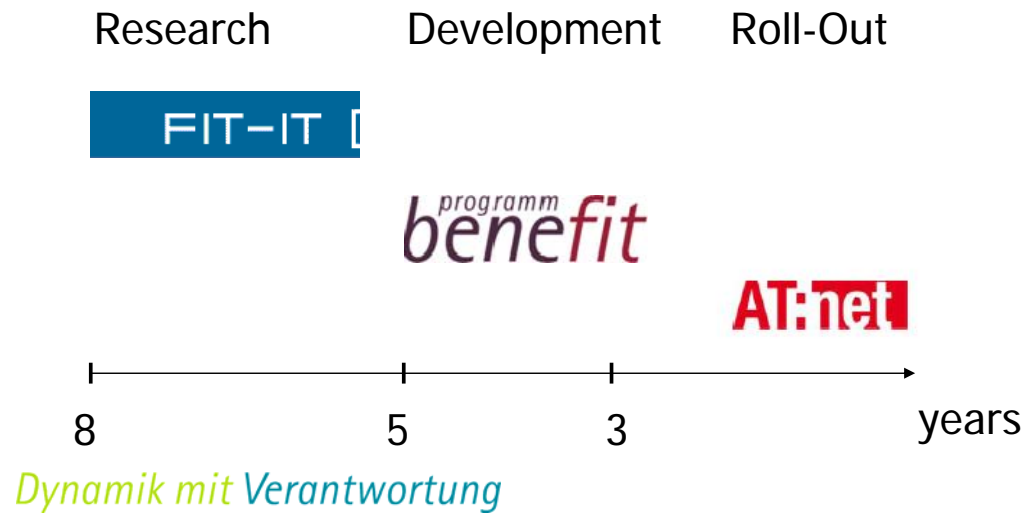
Imagining Incubating Demonstrating Promoting Sustaining



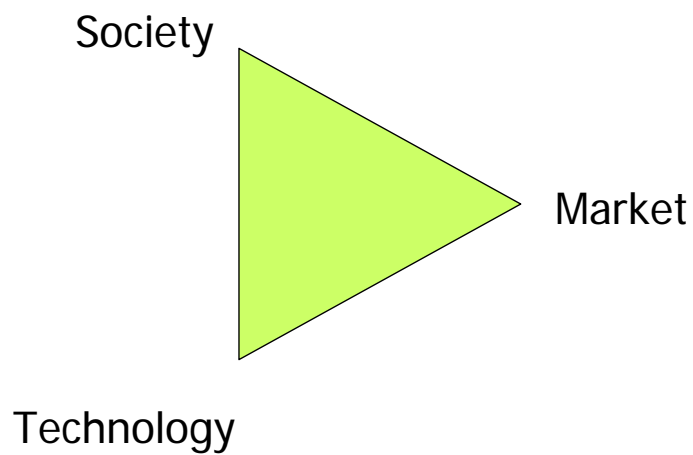
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Time to market

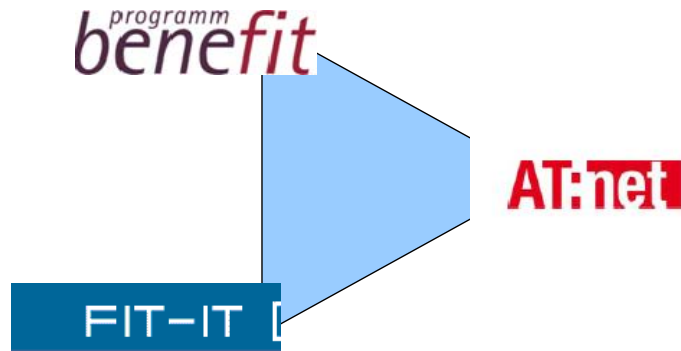


Context



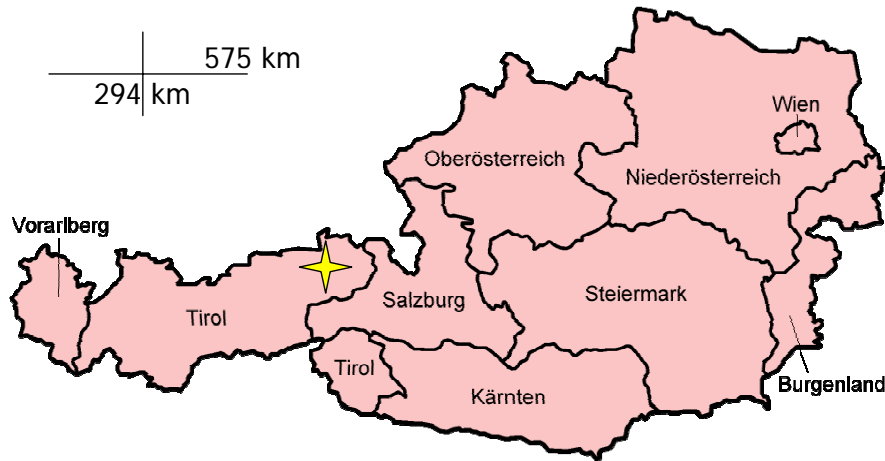
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ICT funding programmes in AT



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Austrian landscape



8,4 Mio inhabitants
1,7 Mio in Vienna

9 states
84 counties

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Austrian Players

- 3 ministries: BMASK, BMG, BMVIT
social affairs, health, innovation
- Local and regional level
- NGOs (care givers)



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Responsibilities

- Programme benefit
- Health insurance
- Social affairs
- Care Organisations
- Housing companies



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Benefit Strategy

- First mission oriented technology programme due to demographic change
- National programme line since 2007
- Started with an open call
- Part of the AAL JP
- AT commitment 2,5 Mio € / year

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Technology for older persons

1. User-orientation
2. Local context + integrator
3. Social compatibility
4. Interoperability



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Active Ageing

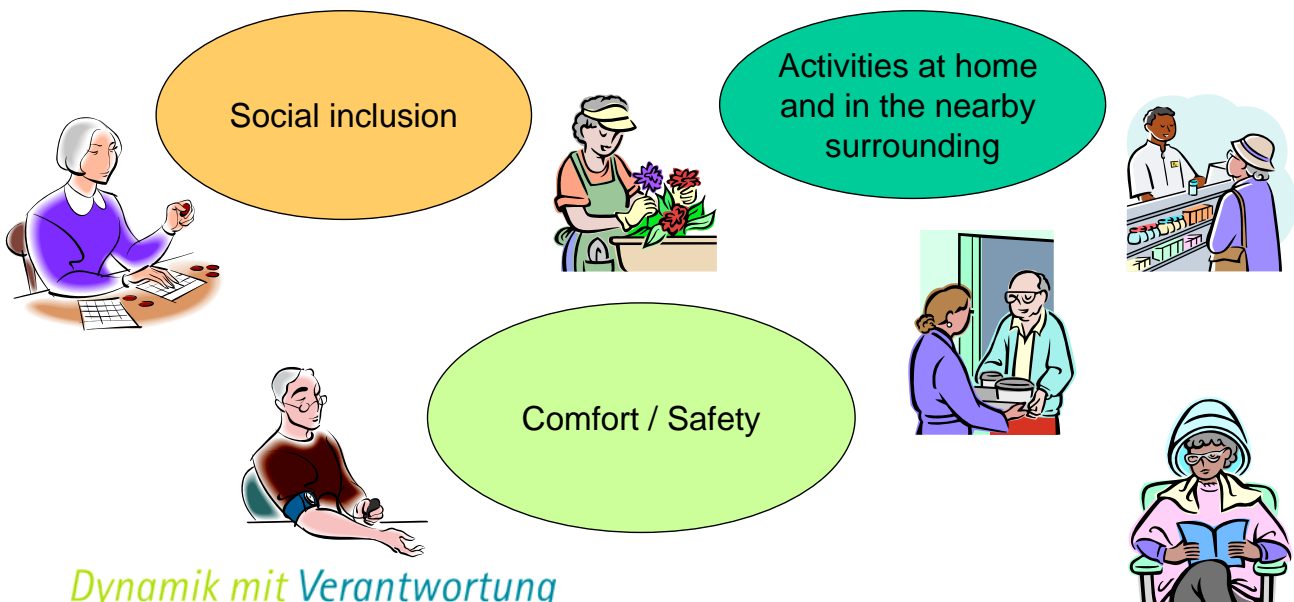
WHO definition:

- The process of optimizing opportunities for health, participation (in social, economic, cultural, spiritual and civic affairs) and security in order to enhance quality of life as people age.



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Topic Cluster



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Projects

2008/09

- 66 project proposals
- 37 funded projects (16 co)

- Cooperative projects (ind. + reseach orga + end user) or stimulation project (study, dissertation, etc.)

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Some Running Projects

Smart Home

- **AMASL** Ambient Assisted Shared Living
- **MuBisA** a reliable and automated computer vision system



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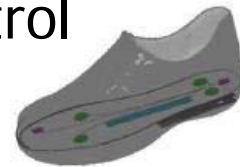
More running projects

Prevention

- **Health@Home**

a home-based exercise therapy

- **VITALshoe** a computer and smart-textile based system for fall-control



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AT Participation in AAL

- 2,5 Mio € per call (2008-2013)

AAL Call 1-2008:

- 12 Partners in 8 projects, 2 coordinators
- 1/3 with AT

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Promotion

1. AAL Forum 09 Vienna + Exhibition
Innovative ICT Solutions for Older Persons
- A New Understanding
2. AAL Forum 10 Odense + Investors Forum
Active Ageing, Smart Solutions:
New markets

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Questions or Comments?



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