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

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Dynamik mit Verantwortung
Demographic Change in AT

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

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
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

_Dynamik mit Verantwortung_

Retirement today

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

_Dynamik mit Verantwortung_
Periods of life

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

Third / fourth age, second life?

Dynamik mit Verantwortung

Better Characteristics

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

Dynamik mit Verantwortung
Law of Disruption

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

Innovation

- More than invention
- bringing product or service onto the market
Getting from Mind to Market: Process & Risks

Imagining  Incubating  Demonstrating  Promoting  Sustaining

Ideas  Research  Development  Marketing  Support

Interest gap  Technology transfer gap  Market transfer gap  Diffusion gap

Invention  Innovation

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

Dynamik mit Verantwortung
Public procurement for lead markets

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

Getting from Mind to Market: Process & Risks

Imagining  Incubating  Demonstrating  Promoting  Sustaining

Ideas

- Interest gap
- Technology transfer gap

programm benefit

- Market transfer gap
- Diffusion gap

Support

Marketing

Dynamik mit Verantwortung
Time to market

Research  Development  Roll-Out

FIT-IT

programm benefit

AT:net

8  5  3  years

Dynamik mit Verantwortung

Context

Society  Market  Technology

Dynamik mit Verantwortung
ICT funding programmes in AT

Dynamik mit Verantwortung

Austrian landscape

8.4 Mio inhabitants
1.7 Mio in Vienna

9 states
84 counties

Dynamik mit Verantwortung
Austrian Players

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

Dynamik mit Verantwortung

Responsibilities

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

Dynamik mit Verantwortung
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

Dynamik mit Verantwortung

Technology for older persons

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

Dynamik mit Verantwortung
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.

Dynamik mit Verantwortung

Topic Cluster

- Social inclusion
- Activities at home and in the nearby surrounding
- Comfort / Safety

Dynamik mit Verantwortung
Projects

2008/09
- 66 project proposals
- 37 funded projects (16 co)
- Cooperative projects (ind. + research orga + end user) or stimulation project (study, dissertation, etc.)

Dynamik mit Verantwortung

Some Running Projects

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

Dynamik mit Verantwortung
More running projects

Prevention

- **Health@Home**
  a home-based exercise therapy

- **VITALI shoe** 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

Dynamik mit Verantwortung

Questions or Comments?

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