JOINT DEVELOPMENT & PRE-TESTING OF AAL SOLUTIONS FOR ELDERLY

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PINKAFELD

CONTENT

1. Demographics

2. Silver Economy

3. AAL projects

4. Target Groups

5. Involvement

AGE STRUCTURE OF EU

	0–14 years old		15–64 years old		65 years old or over	
	2006	2016	2006	2016	2006	2016
EU-28 (¹) (²)	16.0	15.6	67.1	65.3	16.8	19.2
Belgium (¹)	17.1	17.0	65.7	64.7	17.2	18.2
Bulgaria	13.4	14.0	69.2	65.6	17.5	20.4
Czech Republic	14.6	15.4	71.1	66.2	14.2	18.3
Denmark	18.7	16.8	66.1	64.3	15.2	18.8
Germany (¹)	14.1	13.2	66.7	65.7	19.3	21.1
Estonia (¹)	15.0	16.1	68.1	64.9	16.9	19.0
Ireland (¹)	20.5	21.9	68.5	64.9	11.0	13.2
Greece	14.9	14.4	66.6	64.3	18.5	21.3
Spain	14.5	15.1	68.8	66.1	16.6	18.7
France (¹)	18.5	18.5	65.1	62.8	16.4	18.8
Croatia (²)	15.8	14.6	66.7	66.2	17.5	19.2
Italy	14.1	13.7	66.0	64.3	19.9	22.0
Cyprus	19.4	16.4	68.5	68.4	12.2	15.1
Latvia	14.5	15.2	68.5	65.1	17.0	19.6
Lithuania	16.6	14.7	67.2	66.3	16.3	19.0
Luxembourg (¹)	18.4	16.5	67.5	69.3	14.1	14.2
Hungary (¹)	15.4	14.5	68.8	67.2	15.8	18.3
Malta	17.1	14.2	69.1	66.7	13.8	19.0
Netherlands	18.3	16.5	67.5	65.3	14.2	18.2
Austria	15.9	14.3	67.6	67.2	16.4	18.5
Poland (¹)	16.2	15.0	70.4	69.1	13.3	16.0
Portugal	15.9	14.1	66.8	65.1	17.4	20.7
Romania	16.9	15.5	68.4	67.0	14.7	17.4
Slovenia (¹)	14.1	14.8	70.3	66.7	15.6	18.4
Slovakia	16.7	15.3	71.5	70.2	11.8	14.4
Finland	17.3	16.3	66.8	63.2	16.0	20.5
Sweden	17.3	17.4	65.4	62.8	17.3	19.8
United Kingdom	18.0	17.7	66.1	64.4	15.9	17.9
Iceland	21.8	20.0	66.5	66.1	11.7	13.9
Liechtenstein	17.4	14.9	71.1	68.6	11.6	16.5
Norway	19.5	17.9	65.8	65.6	14.7	16.4
Switzerland (¹)	16.0	14.9	68.0	67.2	16.0	18.0
Montenegro	20.4	18.3	66.8	67.6	12.8	14.1
The former Yugoslav Republic of Macedonia (²)	19.5	16.7	69.4	70.3	11.1	13.0
Albania	25.7	17.7	65.7	69.5	8.6	12.9
Serbia (¹)	15.7	14.4	67.1	66.6	17.2	19.0
Turkey	27.0	24.0	66.3	67.7	6.7	8.2

(¹) Break in time series in various years between 2006 and 2016
(²) The population of unknown age is redistributed for calculating the age structure.
Source: Eurostat (online data code: demo_pjanind)

AGE STRUCTRUE - FORECAST
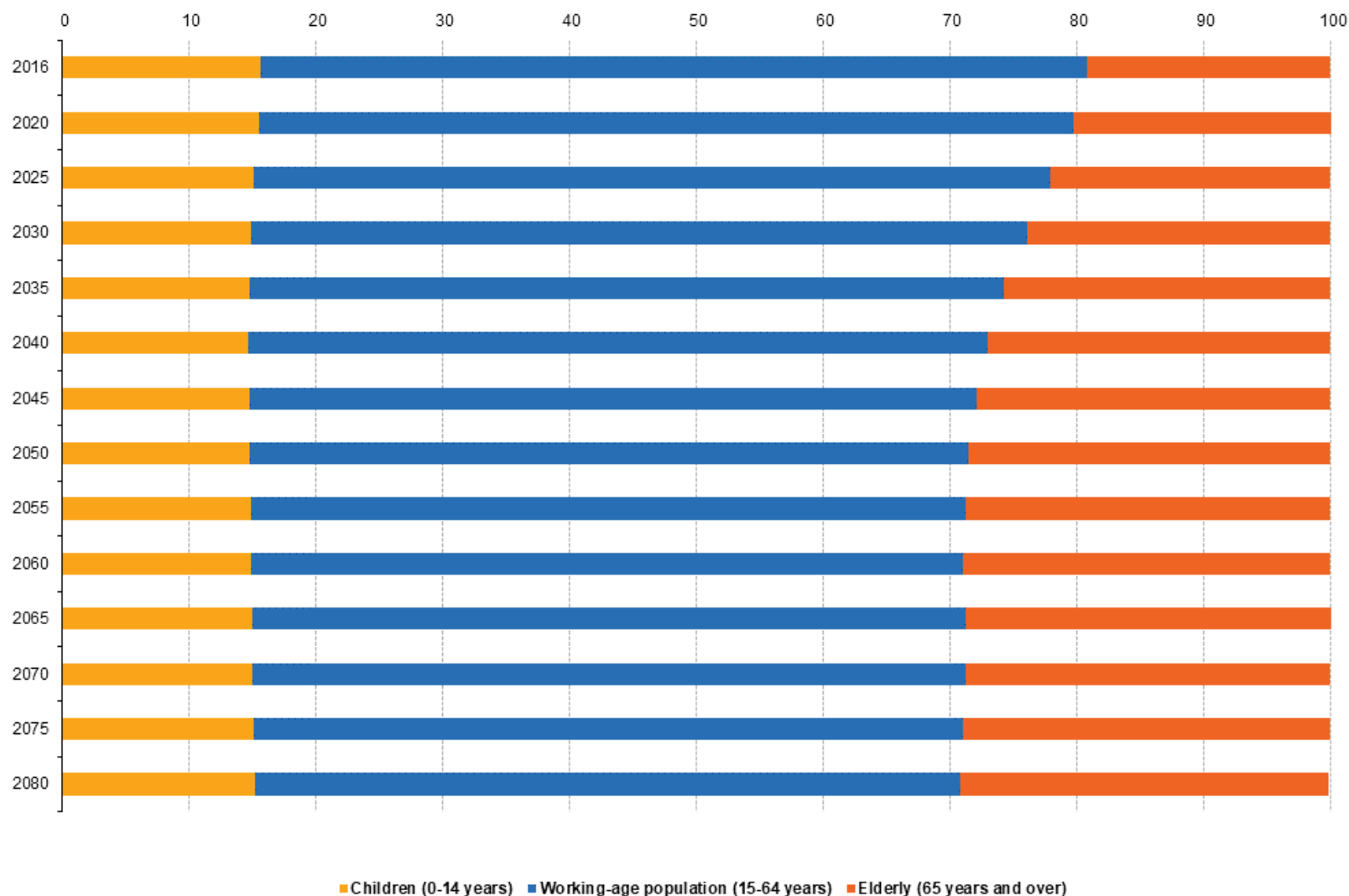
Note: 2016, estimates. 2020-2080: projections.
Source: Eurostat (online data codes: demo_pjanbroad and proj_15ndbims)

SILVER ECONOMY

„ The European Silver Economy is the part of the economy that concerns Europe's older citizens. It includes all the economic activities relevant to the needs of older adults, and the impact on many sectors."

Source: http://www.smartsilvereconomy.eu/silver-economy

Constantly growing market

with massive potential

POTENTIAL MARKET SIZE FOR AAL SOLUTIONS

	2018	2020	2030	2050
Total EU population	513 154 880	515 591 288	523 827 302	528 567 808
Population above 65+ (in %)	18	21	24	28
Population above 65 years	92 367 878	108 274 170	125 718 552	147 998 986
average of dementia above 60+ (in %)	6,5	6,5	6,5	6,5
Population with dementia	6 003 912	7 037 821	8 171 706	9 619 934
Population for prevention	86 363 966	101 236 349	117 546 847	138 379 052
Population Romania	19 493 068	19 259 049	18 023 954	16 331 359
Population above 65 years	3 508 752	4 044 400	4 325 749	4 572 781
Population with dementia	228 069	262 886	281 174	297 231
Population for prevention	3 280 683	3 781 514	4 044 575	4 275 550
Population Italy	60 755 703	60 718 572	60 350 475	58 968 137
Population above 65 years	10 936 027	12 750 900	14 484 114	16 511 078
Population with dementia	710 842	828 809	941 467	1 073 220
Population for prevention	10 225 185	11 922 092	13 542 647	15 437 858
Population Hungary	9 805 952	9 789 630	9 665 170	9 287 196
Population above 65 years	1 765 071	2 055 822	2 319 641	2 600 415
Population with dementia	114 730	133 628	150 777	169 027
Population for prevention	1 650 342	1 922 194	2 168 864	2 431 388
Market size total in project countries	15 156 210	17 625 800	19 756 086	22 144 796

WHAT ARE THE PROJECTS ABOUT?

AAL PROJECTS 2015-2019

❖ Platform for **elderly support services**

❖ Online platform for **healthcare self management**

❖ **Brain fitness** with online games in virtual environment

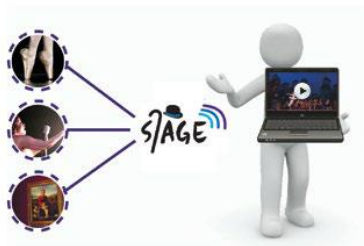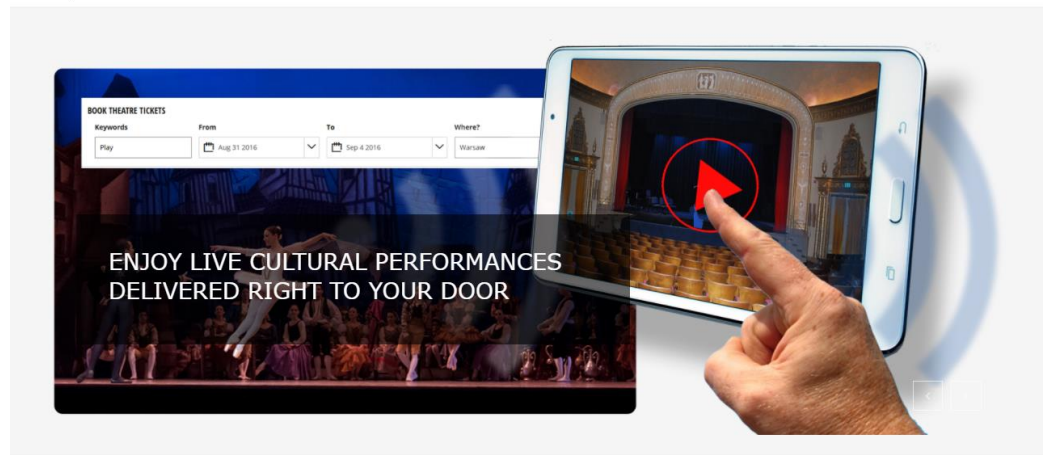❖ **Live streaming** of cultural events

1. Watching cultural events via internet, live

2. Local, national and international events

3. Ensuring content for various customer needs

4. Making own content available

Goal:

- Live streaming:
    - any cultural event
    - Theaters
    - Rural cultural events

http://www.stage-aal.eu/

-   Prevention of Mild Cognitive Impairment (MCI)

-   Online measuring of MCI for elderly

-   Monitoring the physical status with smart tools (Smartphone, smart watch, etc.)

-   Setting up individual activity/rehabilitation plans

http://www.come-aal.eu

Goal:

- Platform for monitoring health status
- Involvement of formal and informal caregivers.
- Individual setting of new goals

http://come-aal.eu/

Main goal:

- Creating an online platform for elderly users with any kind of information request in a form of social franchise.


1. *Matchmaking of services in elderly care*

2. *Online platform with available information on social- and health care services with direct contact to providers.*

3. *Coordination of professional services, voluntary work, and the involvement of informal caregivers.*

4. *Ensuring high quality services.*

http://www.fair-care.eu/

Hungarian pilot:

Smart phone application for secondary school students for doing voluntary work
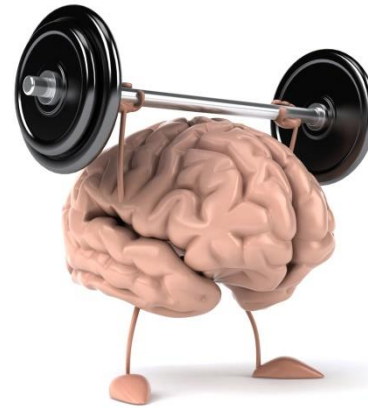

http://www.kossz.hu
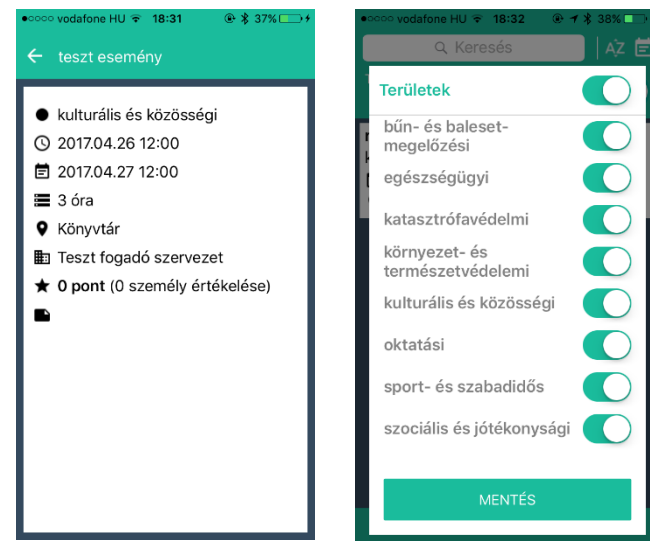
1. Constant brain training for elderly users

2. In every 3 months, 3 times a week training result analysis with clinical experts

3. Constantly renewed and new games with virtual environment elements

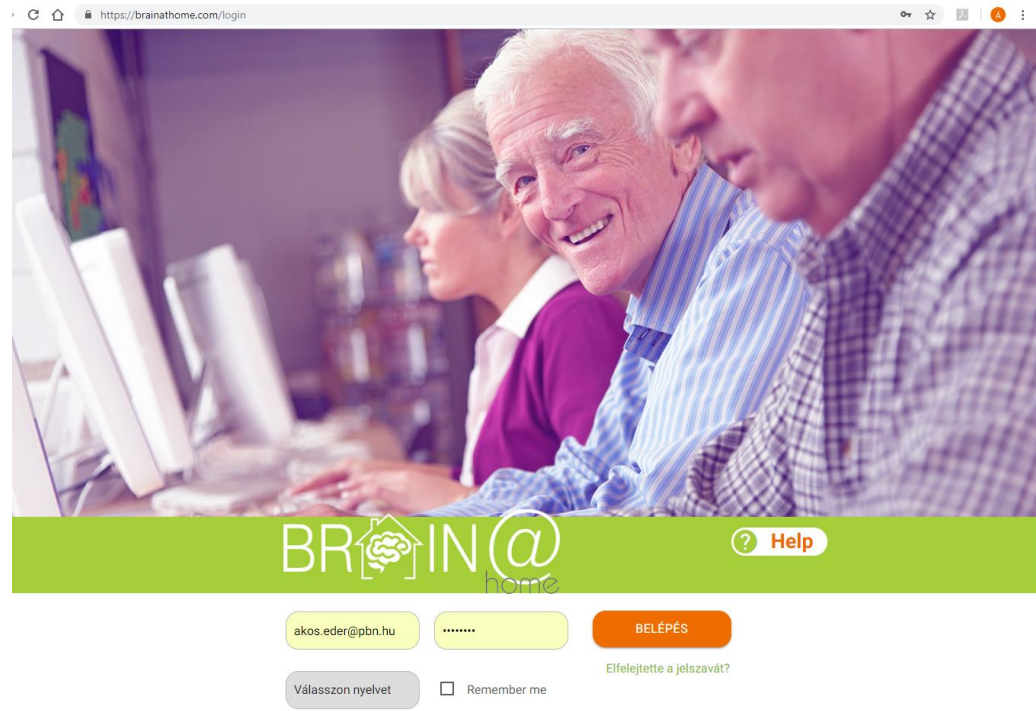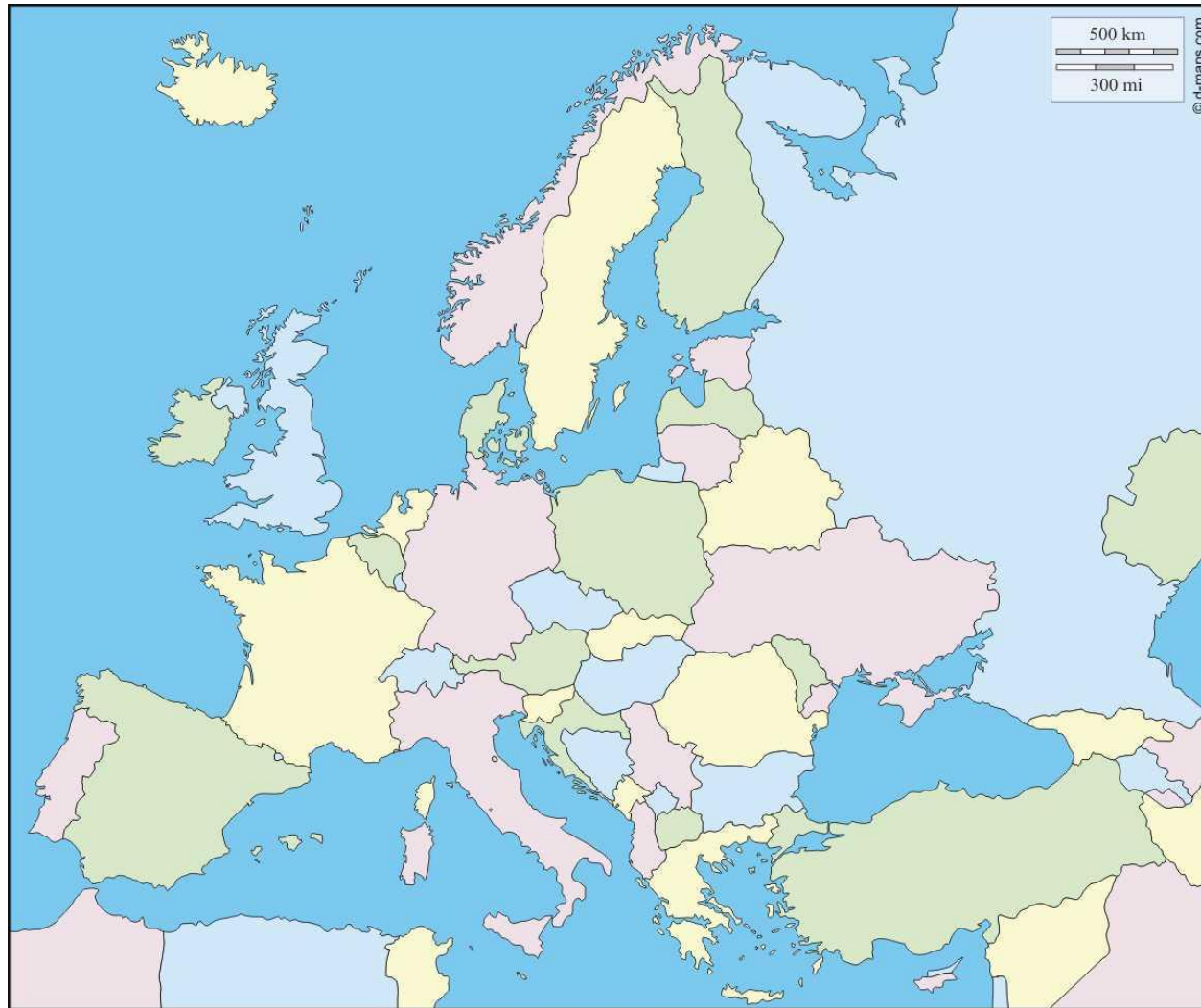4. International professional consortium for evaluating the results

http://brainathome-aal.com/
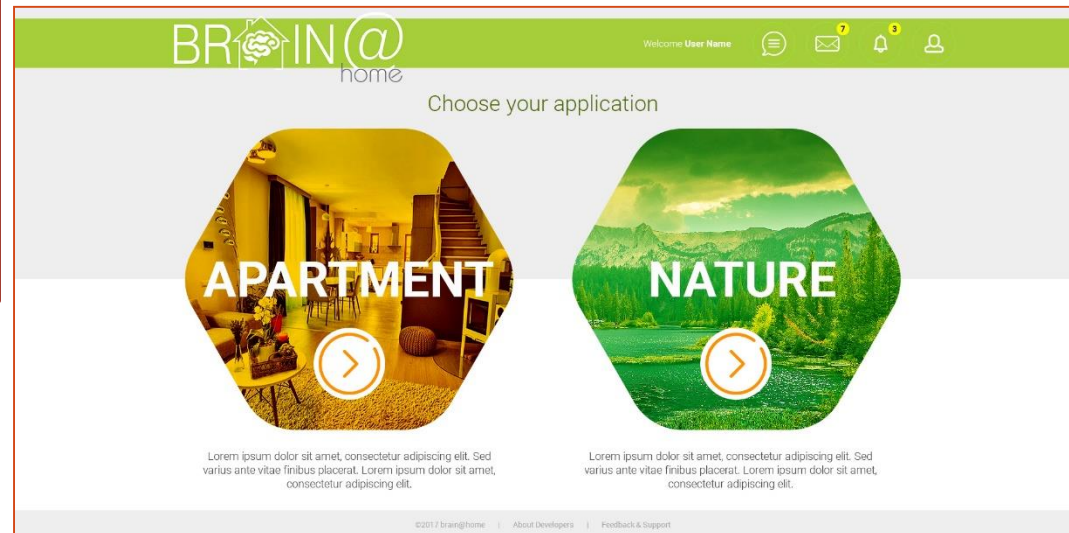
Goal:

- Games in virtual environment

- Keeping the mind fit

- Clinical background of pschyatry experts.

http://brainathome-aal.com/

TESTING COUNTRIES

- **Cyprus**
- **Italy**
- **Hungary**
- **Romania**
- **Spain**
- **Nethelands**
- **Austria**
- **Switzerland**

INVOLVED TARGET GROUPS

- **PRIMARY END USERS**

    - Healthy elderly above 60 years (Brain@Home)
    - Elderly with MCI above 65 years of age (CoME)
    - All elderly above the age of 65 (Stage, FairCare)

- **Informal caregivers**

- **Formal caregivers**

- **Supporting organisations**

INVOLVED OLDER ADULTS

In all projects:

- **Total target for testings:**
    - 550 Elderly users

- **Total for Hungary**
    - 120 Elderly users
    - Approached in Total: 5-6 Thousand!

DEVELOPMENT PROCESS

Concept
- First idea

Draft
- Drafting and mock-ups

Pre-check
- Relevant for elderly person?

Develop
- Feedbacks collected – integrate!

Test
- On all levels, with target groups!

Evaluate
- Finalize and integrate learnings

Market entry
- Feasible?

APPROACHING ELDERLY

FINDINGS ON APPROACHING

Attracting attention:

- ✓ **Personal meetings**
- ✓ **Visits to senior clubs, associations**

Invitation to testing

- ✓ **Motivating environment**
- ✓ **Personalized contact**
- ✓ **Clearly identified goals and aims**

KEEPING MOTIVATION

Exchange of experience

Joint Workshops

Refreshing meetings

CONSTANT Personal contact

Thank you for your attention!

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