

## Call 2018 Info Day of AAL Programme 31<sup>st</sup> January 2018

Royal Flemish Academy of Belgium for Science and the Arts  
Academy Palace, Rue Ducale 1 - 1000 Brussels  
Draft Programme

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- 08:30** Registration
- 09:00** Opening  
by **President of the AAL Association**, Mr. Rafael De Andres Medina
- 09:05** AAL Programme Mission & Objectives  
by **Director of AAL Association**: Mr. Klaus Niederländer
- 09:20** Panel discussion on 'Digital solutions for ageing well' markets (see details in annex)  
**Moderator:** Nicola Filizola, Communication and Public Affairs Officer at the AAL Association  
**Panelists:** Walter Liebhart, CEO of ilogs mobile software GmbH,  
Stefan Kroll, Deputy Managing Director at terzStiftung  
Gerard H. Wilts, Policymaker care and innovations at the City of Alkmaar
- 10:00** Coffee Break
- 10:30** Digital Transformation of Health & Care in th EU  
by **European Commission – DG CNCT**: Mrs. Birgit Morlion
- 10:45** Highlights of the Call 2018 on 'smart solutions for ageing well'  
by **Member of AAL Call Content Work Group**: Mrs. Gerda Geyer
- 11:10** Q&A
- 11:30** 2-3 minutes pitches of project concept ideas on 'smart solutions for ageing well'
- 12:40** Closing
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**12:40** Lunch

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**14.15** **Parallel sessions:**

**1.** **B2B meetings**

**14:15** Organised meetings  
amongst potential  
project applicants

**16:30** End of B2B meetings

**2.** **Informal meetings on AAL call and programme**

**14:15** Support to funded projects (M. Carulli)  
**14:30** How to submit a proposal (M. Carulli)  
**14:45** Your National Contact Persons (A.Thielemans)  
**15:00** informal Questions & Answers to AAL

**15.45** End

## Draft Concept & Agenda

### Call 2018 Info Day of AAL Programme

The 2018 AAL call Info day will take place on 31<sup>st</sup> January 2018 in Brussels.

A new format for the info day is envisaged for the 2018 edition with less “top down” presentations on procedural aspects and more interactive and “hands-on experience” testimonials.

A specific part of the agenda will be dedicated to a set of interviews of about 45 minutes with some key stakeholders who would be interviewed by a moderator (possibly from AAL Association). The setting could be similar to the one of the plenary sessions at the AAL Forum with a maximum of three to four speakers on stage and each speaker being asked the same type of questions. The discussions would then be opened up to all info day participants for the second part of the panel session.

With regard to the topic of the panel, it is suggested to link it to the 2018 call theme ‘smart solutions for ageing’ and in particular with regard to different markets for AAL solutions (in line with the description given within the call text).

The objective would be to provide different perspectives on market requirements for deploying AAL solutions by focusing on the one hand on the more BtoC ‘silver economy’ market and on the other hand on the more BtoB ‘regulated markets’ for health and care. For that purpose different market players are invited with a supplier of AAL solutions for the silver economy market on the one hand (possibly added with a distributor for such solutions) and a buyer of AAL solutions in the care market, such as a hospital or a municipality.

The role of the moderator would be to facilitate the interactive session by kicking off with some guiding questions for exchange and then later on opening the debate up to the public. The set of questions between the organising team and the speakers would be discussed beforehand (a confcall could be organised to prepare this).

The afternoon would then be used for networking between interested project call applicants as well as providing practical information on applying to the call and on other elements of the AAL programme.