



The AALIANCE2 Network and Future European and Japanese Collaborations

Dr. Michael Obach
TECNALIA Research & Innovation, Spain



- TECNALIA Research & Innovation is the first private applied research centre in Spain and one of the biggest in Europe. TECNALIA has/is:
 - almost 1'500 people, 116 M€ annual income (2011);
 - seven Business Divisions: Sustainable Construction, Energy & Environment, ICT, Industry & Transport, Innovation Strategies, Technological Services and Health;
 - more than 230 approved projects in European Framework Programme FP7;
 - active in AAL (leader of projects BEDMOND, ASSISTANT, participant in HearMeFeelMe) and FP7 with similar objectives: CogLaboration, Florence.
- Main tasks in AALIANCE2:
 - Coordination of “Community Building and International Relationships” (WP5);
 - Contributions to other WPs.
- Dr. Michael Obach: project manager and senior research scientist in Health Division; background: mathematics/computer sciences/biology; research in AI, eHealth, social robotics, ...



Contents

Definition of Networking
in this context

Work package on
Networking in AALIANCE2

Benefits of Networking

The existing
AALIANCE Network

The future AALIANCE2 Network

Discussion

In general terms, networking means:

- “Creating a group of acquaintances and associates and keeping it active through regular communication for mutual benefit. Networking is based on the question ‘How can I help?’ and not with ‘What can I get?’”

(<http://www.businessdictionary.com/definition/networking.html>)

- However, “What can I get” can be of importance for a sustainable and successful network!

Expected benefits to join the AALIANCE2 Network

Networking on an international level in the AALIANCE2 network is important, because...

- it enables collaboration, which the **critical mass** of technological know-how and financing for tackling such huge global challenges like the application of ICT on Ageing can better be obtained through collaboration;
- a fruitful **exchange of ideas and know-how** is possible that can provide win-win situations;
- a **technology transfer** towards Europe and other best-of-class regions (USA, Japan, South Korea) will be facilitated;
- the connections made in networking help business partners to **access international markets**;
- business **collaborations** between **enterprises and RTD performers** and enterprises are built;
- enterprises are informed first-hand about **novelties** concerning the technological state of the art;
- a continuous **dialog about standardisation and interoperability** is possible;
- it allows to contribute to future European and international **research agendas**.

- Enhancing the existing AALIANCE Network involving the major stakeholders, such as companies being technology providers and systems integrators, service providers, research organisations and user associations from all European members and associated states.
- Investigating the current state of the art and market developments in AAL in North America and Asia.
- Establishing links to relevant stakeholders in USA and Japan.
- Organising joint events USA-EU and Japan-EU in order to foster the collaboration and the exchange of knowledge and best practice among the relevant key players in AAL.

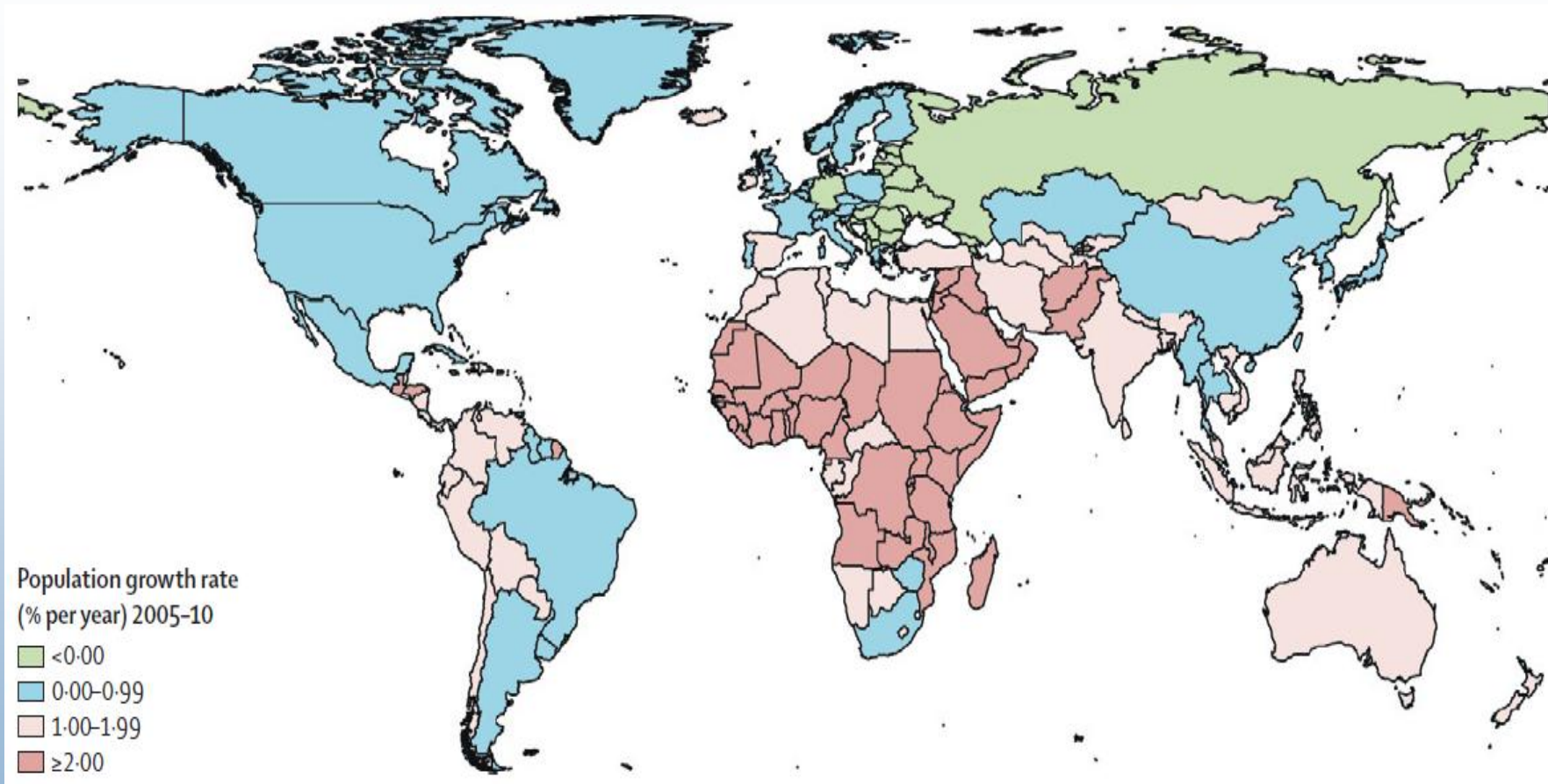
- Public Document available for publication
 - A “Who’s who” report comprising 238 of the most relevant stakeholders from different categories in the AAL area in Europe:



- 23 European and associated countries: Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, United Kingdom, Switzerland;
- Some relevant European Technology Platforms;
- For each one: short description and relevance; a contact e-mail or a link to the respective web page is provided wherever available;
- An extensive list of e-mail addresses extracted from this document was an important contribution to the distribution list used in the dissemination of the periodic AAL newsletter.

- The current version of the document is available:
 - Desk research in the latest market developments on products and services related to AAL in North America (Canada and USA), and East Asia (focus: Japan);
 - In the context of fostering international networking in the present Coordinated Support Action, it was important to identify and to introduce briefly the main stakeholders of the AAL market in the regions of interest. In addition to important information about these organisations and their contact persons, information about their main products or main services was summarized;
 - The local and regional characteristics of the sectors of the AAL market, which are in some cases very different from the European situation, were presented and discussed on the basis of case studies. Policies and the healthcare systems in different countries in North America and East-Asia were analysed and compared with European policies (wherever available).

- Population growth rates (Ezeh, 2012) ...

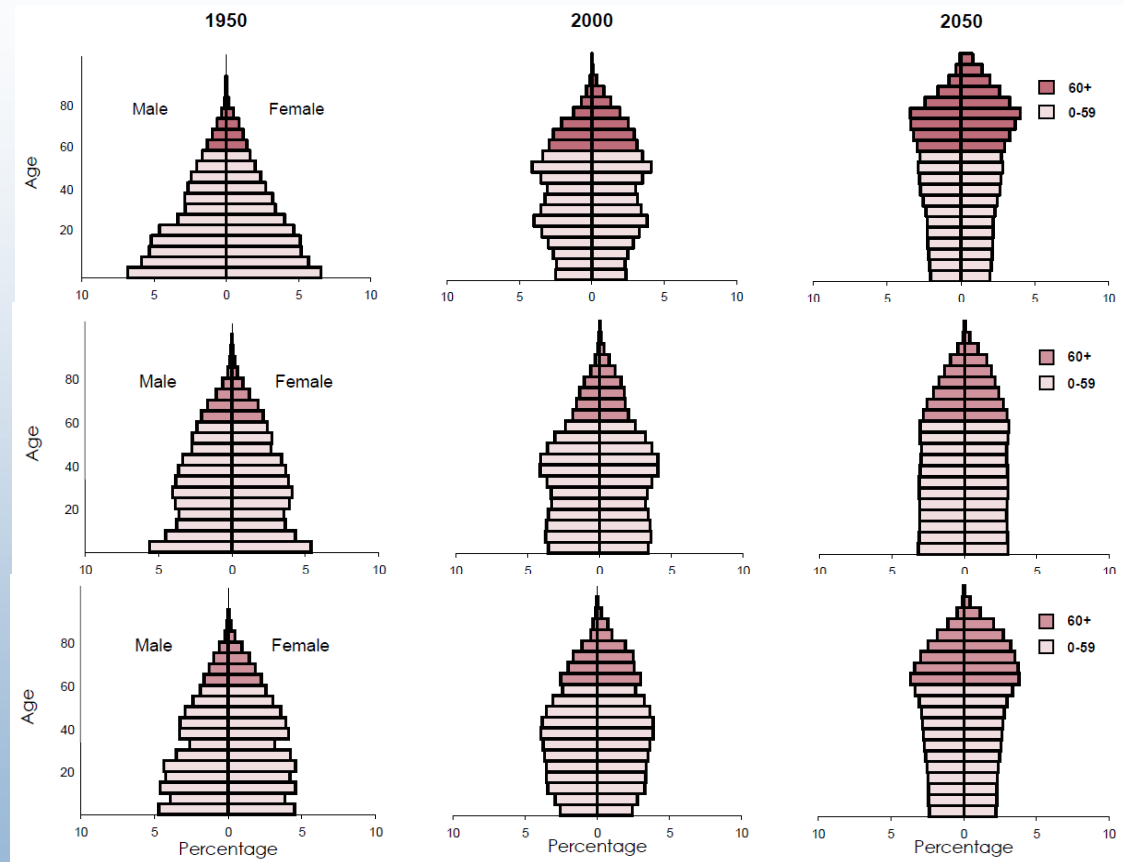


- ... and population pyramids are similar in industrialized countries (UN, 2002).

Japan

North America

Europe



- The need for AAL and the opportunity of a “Silver market” is well understood in Europe and some other regions of the world.
- The AAL market exchanges mainly products that—at least partially—apply information and communication technologies (ICT) for devices and services that explicitly address older adults as target group. Important segments are home telehealth and telemedicine, mHealth, safety and security products, assistive technologies, mobility aids, smart home and daily chores products, and assistive robotics.

- The products on the AAL market are manifold (Kubitschke & Cullen, 2010).



- USA > 40 million people 65+
- U.S. market for assistive technologies US\$55 billion by 2016 (however, share of AAL products is unknown)
- The North American Remote Patient Monitoring subsector is expected to have revenues of US\$316.4 million for the USA and US\$27.5 million for Canada in 2014
- In the telehealth segment, important lessons from the U.S. Veterans Health Administration
- “Obamacare” will be an important driver for the AAL market
- Important Stakeholders: Bosch Healthcare, California Telehealth Network, GE Home Healthcare, Honeywell HomMed, Masimo, Medvivo, O2 Health, Philips Healthcare, Schiller AG, American Telemedicine Association, Tunstall, Welch Allyn, WellAware Systems and many others.

- In Canada, almost 1 out of 4 people will be 65+ by 2026.
- Since the population of 30 million citizens lives in the second largest country of the world, the density is very low; high demand of telemedicine and telehealth in huge rural areas
- Driver: Receptivity of Canadians of new technologies are important market drivers.
- Barriers: 100 health administrations and many Canadians are not aware of the concept of AAL
- Some Canadian research groups are active in the field of AAL and collaborate with EU teams; OTN is supposed to be a good starting point for business contacts in telemedicine in at least one region of Canada

- Japan has the highest rate of ageing among the compared societies; if the trend continues, 40% of the Japanese population will be 65+ by 2050
- Japan's universal healthcare system has established some telehealth programmes in some regions, while telecare is less developed
- Research is focussed on smart home technologies and on robots
- There are many good examples of strong research and business in the AAL market in Japan; I'm happy to have the opportunity to meet some of them here in this workshop.
- If you agree, we will add your organisations as stakeholders in Japanese R&D in AAL.

- Taiwan is supposed to be a test bed for companies and investors for the huge Chinese market and has a strong robot industry.
- The South Korean telehealth market is growing facilitated by an extreme high availability of broadband Internet and in spite of a lack of awareness of the benefits of telehealth and a preference of face-to-face communications.
- China will probably have 330 million people 65+ by 2050. There are at least 3 telemedicine networks in China; investments and policies are required from the Chinese government.

The market for AAL products is still emerging in East-Asia and Northern America. That means that it is relatively small by today, but given the expected future demands and the increasing technological possibilities, it can be foreseen that it will grow enormously over the forthcoming decades.

How to join the AALIANCE2 network?

- If you would like to join the network, please register at www.aaliance.eu

Then you will have the opportunity ...

- to download the roadmap from 2010;
- to access the Wiki on standards;
- to obtain the latest version of the report on AAL markets in Northern America and Asia; furthermore, you have the opportunity to contribute to finalize it.

Please join the AALIANCE2 Network for free at www.aaliance.eu and contribute!

1. Which national and international networks and technology platforms related to AAL that you know or that you are even member of provide examples of good practices to learn from?
2. Which requirements would you have to join this network and do you have any recommendations (e.g. business model to guarantee sustainability)?
3. Which collaboration for AAL stakeholders from Europe and Japan are possible now and which do you foresee for the future?

Thank you!

Dr. Michael Obach
michael.obach@tecnalia.com
<http://www.aaliance.eu/>