



Health & Wellbeing

Boosting the quality of life by accelerating ICT innovation

Sustain a healthy lifestyle in Ambient Assisted Living and Active Healthy Ageing.

Aim of the HWB action line

With an ageing population and growing consumer empowerment, the call for a user-centric approach towards Health and Wellbeing is imperative. The action line Health and Wellbeing wants people to live uncompromised, comfortable, safe and active lives through to an advanced age. Independent living and prevention of social exclusion ought to be facilitated. To achieve impact on mental, physical and social wellbeing the focus will be on meaningful and affordable services. In addition, it will provide solutions to deal with various barriers such as the cultural, social, legal & privacy, political and economic issues associated with the market introduction of products and services and the scaling up of local initiatives and ecosystems.

Pension, healthcare and long term care spending will raise. The Action Line Health and Wellbeing provides ICT enabled breakthroughs to support the EU 2020 challenge: labor participation & independent living increased by 2 years. Ultimately, investments will pay handsome dividends in generating worthwhile opportunities and also in creating more affordable healthy ageing.

Challenges

Research was centred around specific problems, targeting specific groups in a specific context. Often, implementing the solutions got bogged down by non-functional barriers such as legal issues per country, privacy rules or differences in social and cultural systems and habits. Therefore, the Health & Wellbeing action line wants to force a breakthrough based on its Active Healthy Ageing platform concept. This platform is an ICT system that incorporates the functional and non-functional aspects in its design.

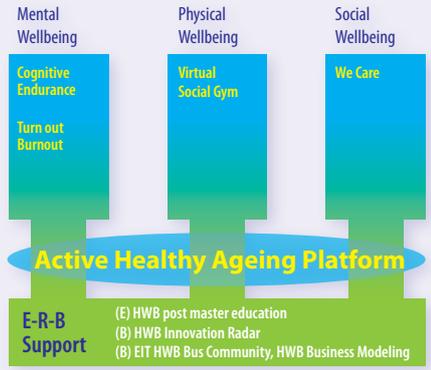
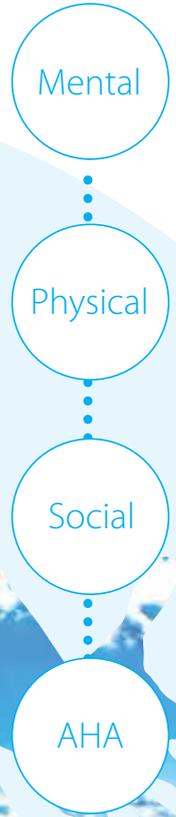
Focus Areas

- Mental Wellbeing:** Enabling people to create optimum balance in life
- Physical Wellbeing:** Healthy consumption and physical activity
- Social Wellbeing:** Encouraging interaction with others

In practice, validated demonstrations of innovative products and services for HWB in the focus areas would reveal that, for example, a balanced life would not feel like a compromise (stress and relaxation), cooking nutritious food can be as easy as on TV (healthy consumption) or working out is an enjoyable experience (physical activity).



Active Healthy Ageing



EIT ICT Labs Focus

In the knowledge triangle of Education, Research and Business (ERB) it is essential to collaborate and to involve HWB service providers. HWB systems in Europe may be gradually opening up to new providers but there are still significant barriers in place. EIT ICT Labs intends to lower these barriers and accelerates the activities as initiated by the action line.

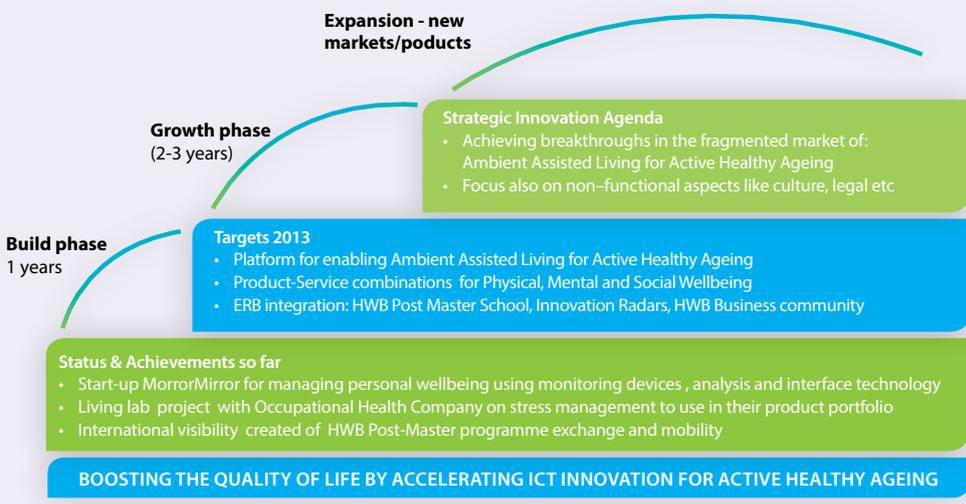
The research and innovation associated with the focus areas include unobtrusive monitoring, data fusion, smart reasoning, coaching strategies, scaling and automation for compliance and adherence, privacy/ethical guidelines, and legal and endorsement frameworks.

Relationship with EIT ICT Labs Co-location Centres

The Co-location Centres in Helsinki, Paris, Stockholm, Berlin, Trento, London and Eindhoven are an important network. Each co-location has its own ecosystem of dependable partners and the AHA Platform has participating partners in each ecosystem. Collaboration among these Co-location Centre enables the action line to spur innovation by using the pan-European network, for instance, for the validation process and using test beds and living labs in different regions. This demonstrates how the testing and validation in the regions can get innovative solutions operational at European level. Needless to say, the long-term impact of this will be significant.

Roadmap and Result

EIT ICT Labs has drawn up a technology roadmap that matches the short-term and long-term goals with the (emerging) technology solutions that will help meet those goals. This roadmap provides consensus on the needs along with the technologies required to address those needs.



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ABOUT EIT ICT LABS

EIT ICT Labs is a pan-European research-based innovation and education organisation founded on excellence. EIT ICT Labs mission is to drive European leadership in ICT innovation for economic growth and quality of life. EIT ICT Labs is a Knowledge and Innovation Community of the European Institute of Innovation and Technology. By linking education, research and business, EIT ICT Labs empowers ICT top talents for the future and brings ICT innovations to life. The ecosystem is characterised by an open and collaborative way of working

with partners representing global companies, leading research centres, and top ranked universities in the field of ICT. Since 2010, EIT ICT Labs has consistently mobilised talents, ideas, technologies, investments as well as business across Europe and beyond.

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