



**10<sup>th</sup> European Week of  
Regions and Cities**  
Brussels 8 - 11 October 2012

## **European Innovation Partnership on Active & Healthy Ageing: Opportunity for Regions**

**Tuesday 9 October**  
**11:15 - 13:00**  
(code: 09A12)

**Venue: European Commission, Centre Borschette, Room 1A + 2A**

Organised by the European Commission Directorate-Generals for Communications Networks, Content and Technology (DG CONNECT) & Health and Consumers (DG SANCO) in collaboration with Directorate-General Regional Policy (DG REGIO)

### **Workshop description:**

The European population is ageing rapidly, but living longer does not necessarily mean living a healthier, more active and independent life. The focus of the workshop will be the role that innovation can play in resolving the long-term challenge of an ageing population. Innovation for ageing well can improve the health and quality of life of citizens and enhance the competitiveness of EU industry as it opens up new markets.

The European Innovation Partnership on Active and Healthy Ageing (the EIP) brings together a wide array of stakeholders, from the public and private sectors, to work in a collaborative way on shared interests, activities and projects geared towards achieving common goals and promoting successful technological, social, process and organisational innovation in the field of active and healthy ageing. Regions play an essential role in this process.

The workshop will serve on the one hand as a sounding board to engage regions in this initiative and more widely to present smart specialisation strategies for innovation at regional level by investing in innovative solutions for active and healthy ageing. Concrete examples and good practice cases from cohesion policy programmes from across Europe will be presented as well as presenting the current status of the EIP actions that are being shaped to showcase the various ways how regions can tap into the opportunities of the EIP and cohesion programmes.

### **Moderator:**

- John Walsh, EC, DG REGIO, Thematic Coordination & Innovation, Deputy Head of Unit

### **Speakers:**

- Mr. Ilias Iakovidis, EC, DG CONNECT, Digital Social Platform, Acting Head of Unit
- Ms. Maria Iglesia Gomez, EC, DG SANCO, Innovation for Health and Consumers, Head of Unit
- Mr. Jo Vandeurzen, Minister for Welfare, Health and Family Affairs, Flemish Government, Belgium
- Mr. Manuel Varela Rey, General Director of Innovation and Public Health Management, Ministry of Health (Xunta de Galicia), Spain
- Mr. Ard Van der Tuuk, Member of the board of the provincial council, Province of Drenthe, the Netherlands