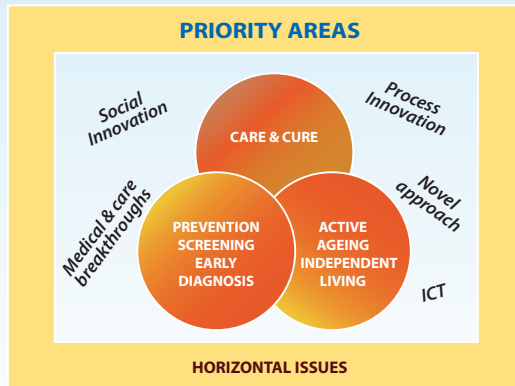


How will the Partnership achieve its objectives?

Priority areas

The Partnership's main goal is to deliver commitment and investment from stakeholders – public and private, EU, national and local – who have jointly agreed on **three priority areas for action**.



Three priorities reflecting the 'life stages' of older people in relation to care processes

Specific actions

The EIP **Strategic Implementation Plan** identifies 13 priority actions. A limited number of specific actions will begin in 2012:

- Finding innovative ways to ensure that patients follow their prescriptions and medicine regimens;
- Finding innovative solutions to better manage our own health and prevent falls;
- Helping to prevent functional decline and frailty;
- Promoting integrated care models for chronic diseases, including the use of remote monitoring;
- Deploying ICT solutions to help older people stay independent and more active for longer;
- Promoting innovation for age-friendly and accessible buildings, cities and environments;
- Offering a marketplace for innovative ideas.

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European Commission



Active & Healthy Ageing

A European Innovation Partnership



How can I get involved?

The success of the EIP depends on the active involvement of, and collaboration among, a broad range of committed stakeholders.

Details on how to contribute can be found on the EIP website, or you can contact the European Commission at the address below:

ec.europa.eu/active-healthy-ageing

EC-EIP-AHA@ec.europa.eu



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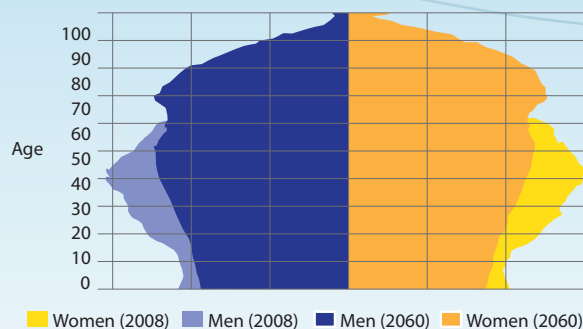


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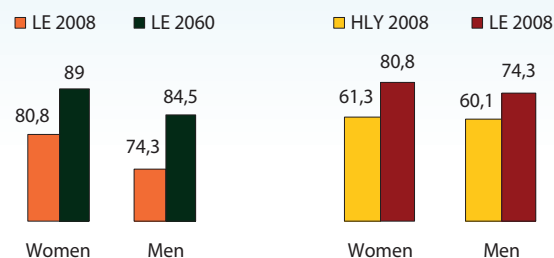


Why do we need the Partnership?

The European population is **ageing rapidly**, but living longer does not necessarily mean living a healthier, more active and independent life.



The number of Europeans over 65 will double in the next 50 years, and the number of over 80's will almost triple.



LE – Life Expectancy; HLY – Healthy Life Years

Life expectancy will continue to increase, yet unhealthy life years make up around 20% of a person's life.

While a welcome development, ageing poses a formidable socio-economic **challenge**, mainly through the burden it places on our care systems. Yet it also presents great **opportunities** for citizens and businesses. Innovation for ageing well can improve people's health and quality of life and enhance the competitiveness of EU industry through the expansion of new markets.

Innovative thinking and the **smarter use of innovation** have the potential to bring new solutions to the market quickly and efficiently, while responding to the **needs of end users**.

What is the European Innovation Partnership on Active and Healthy Ageing ?

Partnership and collaboration

Societies, individuals, health and social care systems, and industries are increasingly looking for **innovative solutions** to meet the needs of the changing demographic environment.



The EIP's **success** depends on the involvement of key players

The **European Innovation Partnership on Active and Healthy Ageing (the Partnership)** 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.

Objectives of the Partnership

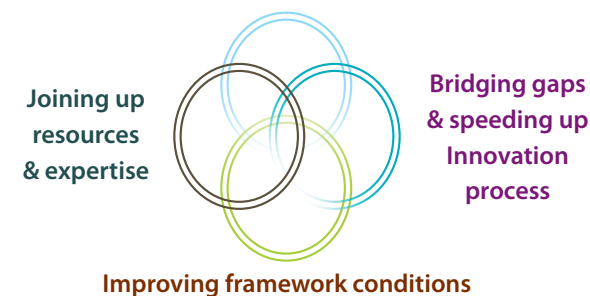
The Partnership aims to **increase the healthy lifespan of EU citizens by 2 years**. It will achieve this by working in three areas:

- Improving people's **health and quality of life**, particularly for older people;
- Supporting the long-term **sustainability and efficiency** of Europe's health and social systems;
- Fostering the **growth and expansion of EU industry** in this field.

Added value of the Partnership

Innovation in active and healthy ageing faces numerous obstacles, particularly the lack of involvement of end users, lack of technical standards or rigidity of care systems to change. With the strong commitment and leadership of all stakeholders, the Partnership aims to overcome barriers in the following way:

Facilitating scaling up & multiplying



Synergies and coordination

The changes we need do not require a new EU funding or legal instrument. Instead, the Partnership intends to **align existing EU, national, and private financial tools** and improve their effectiveness and efficiency.

The Partnership offers a **framework** of cooperation for addressing barriers across the entire innovation value chain.