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## Digital Single Market

DSM blog post 28 March 2012

# It is time for action now! Join the European Innovation Partnership & talk about it!

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**Published** 28 March 2012

**Updated** 28 July 2015

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--- *Posted by Paul Timmers, DG INFSO, Director "ICT for Societal Challenges", & by Maria Iglesia Gomez, DG SANCO, Head of Unit "Innovation for Health and Consumers"*

Everything is ready for the 3<sup>rd</sup> of April [event](#) [1] "**European Innovation Partnership on Active and Healthy Ageing: From Plan to Action**", a milestone for this pilot initiative that will enable more than 500 stakeholders to meet with each other, explain how they want to get involved and discover common interests.

As you may remember the European Commission recently launched an [invitation](#) [2] for stakeholders to commit to the implementation of the strategic plan, become a reference site or [3]be part of the marketplace for innovative ideas.  [4] Some can't wait to get involved, and many [5] [6] others want to hear more about the details of the Partnership. There is nothing like teaming up at a conference to arouse enthusiasm!

Participants will have the opportunity to get practical information on how [to join the Partnership](#) [7], in order to **turn Europe's ageing challenge into an opportunity through smart use of innovation**.

The Conference will get strong political endorsement. It will be opened by Commissioners [Neelie Kroes](#) [8], [John Dalli](#) [9] and [Laszlo Andor](#) [10]. The plenary session will be moderated by [Alexandre Kalache](#) [11] and will feature a series of high-level representatives from Member States, regions, industry and associations.

Parallel sessions will be organised afterwards. They will cover in more detail the areas of prevention, integrated care and independent living and age friendly cities.

To whet the appetite of potential partners, **an exhibition will showcase real life examples** of innovative regions and local projects in the fields of home telemedicine, telemonitoring technologies, integrated care, e-health and chronic conditions management, smartphone applications for older people and serious gaming.

## It is time for action now! Commit, join the Partnership and spread the word!

The conference will be webstreamed. More information will be available [here](#) [1]. Follow us on Twitter [@EIP\\_AHA](#) [12] and use the official conference hashtag: [#EIPAHA12](#) [13]

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### Links

[1] [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing&pg=conference](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=conference)

[2] <http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=1223&furtherNews=yes>

[3] <https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/digital-agenda/files/2012/03/Blog-EIP-event1.jpg>

[4] <https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/digital-agenda/files/2012/03/Blog-EIP-event2.jpg>

[5] <https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/digital-agenda/files/2012/03/Blog-EIP-event.jpg>

[6] <https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/digital-agenda/files/2012/03/Ageing.jpg>

[7] [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?section=active-healthy-ageing&pg=join](http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=join)

[8] [http://ec.europa.eu/commission\\_2010-2014/kroes/](http://ec.europa.eu/commission_2010-2014/kroes/)

[9] [http://ec.europa.eu/commission\\_2010-2014/dalli/](http://ec.europa.eu/commission_2010-2014/dalli/)

[10] [http://ec.europa.eu/commission\\_2010-2014/andor/](http://ec.europa.eu/commission_2010-2014/andor/)

[11] <http://www.ageing.ox.ac.uk/research/regions/africa/afran/members/Alexandre-Kalache>

[12] [https://twitter.com/EIP\\_AHA](https://twitter.com/EIP_AHA)

[13] <https://twitter.com/#!/search/%23EIPAHA12>