

## Digital Single Market

EventsBrussels, Belgium1 July 2013

# Reference Sites Award Ceremony - Invitation for journalists

Are cities and regions from your country leading the way in when it comes to Active & Healthy Ageing?

On 1<sup>st</sup> July 2013, **European Commission Vice-President Neelie Kroes** will host an **Award Ceremony** to acknowledge 32 reference sites for putting innovative ideas into practice to bring concrete benefits to older people.

The award ceremony is organized by DG SANCO and DG CONNECT, in the context of the European Innovation Partnership on Active & Healthy Ageing.

Among other high-level decision makers from each reference site, Edwin Poots, Minister of Health for Northern Ireland, Rocío Mosquera, Regional Health Minister for Galicia and Jon Darpón, Basque Government, will attend and present their local initiatives for healthy ageing.

The ceremony will be an occasion to reward the work of the Reference Sites, but also to give them an opportunity to share their best practices with a broader audience and to advertise how their models can be implemented in other places across Europe.

### Key facts & figures

- 32 participant Reference Sites from 12 European countries: Czech Republic; Denmark, Finland, France, Germany, Ireland, Italy, Portugal, Spain, Sweden, The Netherlands, United Kingdom
- Issues treated and solutions found in the sectors: medication adherence, fall prevention, frailty and malnutrition, integrated care, independent living and age-friendly environments.
- Projects dedicated mainly to 65 years and plus old people, which represents between 11.3% and 20.7% of the total population of the European countries

### Are you a journalist? Do you want to interview the representatives of the Reference Sites?

Right after a networking lunch, we have organised for you a 'speed dating' session (14h15-15h00), during which you will have the opportunity to meet the representatives of each Reference Site in a short face-to-face talk and to have directly from the creators of the different innovation-based

projects details on how they are bringing actual benefits to citizens, while enhancing the efficiency of the systems for health and social care, and fostering innovation and economic growth.

Join us on 1st July at Le Plaza Hotel, Bld Adolphe Max 118-126, Brussels, Le Plaza Theater room to be informed on the current and future solutions, new innovation tools and technologies implemented in houses for our seniors, but also new business opportunities all over the Europe!

For logistics purposes, please confirm your attendance to the networking lunch at [ec-ahars@ec.europa.eu](mailto:ec-ahars@ec.europa.eu) <sup>[1]</sup> by 28 June.

Speaker

<sup>[2]</sup>

Read more

[For more information on the Reference Sites selection process](#) <sup>[3]</sup>

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<sup>[2]</sup> <mailto:>

<sup>[3]</sup> <https://webgate.ec.europa.eu/eipaha/index/site>