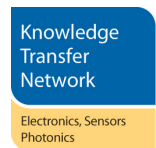


European Knowledge Tree Group

Master Class

Does Technology for Independent Living matter to business?
Exploiting opportunities presented by new technologies.
Who pays? Who Cares?



London School of Economics
20th March 2012

Programme for the Day

08.30	Welcome and introductions
08:45	Session A – Where are we now? Chaired by Diane Whitehouse.
	Mike Biddle, President AAL Forum, Technology Strategy Board
	Christine McCluskie, Scottish Centre for Telehealth & Telecare
	Sofía Moreno-Pérez, eVIA-Ametic
	Henk Herman Nap, Projectleader, Stichting Smart Homes, Netherlands
10:10	Coffee
10:30	Session B – Who pays? Chaired by Peter Saraga
	Karina Marcus, Interim Director, AAL Joint Programme
	Angela Knight, CEO, British Bankers Association
	Yokuse Kawakami, Minister for Financial Affairs, The Embassy of Japan, London
	Giovanna Galasso, Finance and Performance Mgmt Ernst & Young, Rome
11:45	Lunch and networking

13:00	Session C – Who cares? Chaired by Diane Whitehouse
	David Calder, Knowledge Transfer Manager HealthTech and Medicines KTN
	Tom Jones, Director, TanJent and tinTree
	Joop Tanis, Head of Health Launchpad The Young Foundation
	Richard Foggie, Director HoiP Community Interest Company
14:00	Session D – Seizing Opportunities Chaired by Peter Saraga
	Marek Havrda, DG SANCO, European Commission
	Heinz Wolff, Professor, Brunel University
	Catherine Henderson, Research Officer, PSSRU, LSE
	Stephen Johnson, Head of Long Term Conditions, Department of Health
15:30	Wrap up, planning ahead. Chaired by Peter Saraga and Diane Whitehouse
16.00	Close

We would like to thank those who have worked hard to make the Master Class possible and especially to the [Health Tech and Medicines KTN](#).

[The EKTG Organising Group for this event](#)

[Tony Cornford, LSE](#)

[Maggie Ellis, LSE,](#)

[Richard Foggie, HoiP,](#)

[Jo Roll, LSE,](#)

[Nigel Rix, ESPKTN,](#)

[Steve Smithson, LSE](#)

A Message from Dr Paul Timmers



During the last three years the activities of the Knowledge Tree Group at LSE have brought together a range of people from Industry, Policy Makers, Finance, Stakeholders and User Groups to look at how best to ensure impact from investments in innovation for ageing well. Initially the group was concerned about the lack of evidence of real impact following millions of Euros being spent on R&D. Through successive meetings with involvement of EU officials at LSE, in Italy and in Denmark, the original scope has been extended to include the promotion of cross-border cooperation.

I am grateful for the efforts by LSE to stimulate these gatherings and to bring together stakeholders from across the innovation chain in ageing well to progress in our understanding of how to make innovation deliver and expand. This is especially relevant in the context of the evolving European innovation Partnership on Active and Healthy Ageing.

In particular we need to ensure that we can motivate those with investment resources, such that the promises of innovation in this field come true.

I therefore encourage the discussions at the upcoming meeting to explore possible avenues to mobilize all relevant stakeholders to move the agenda forward. The outcome will be of great interest for all in the field, including for Member States in coming times.

I wish the meeting every success.

Dr Paul Timmers, Director, European Commission

DG INFSO, ICT addressing Societal Challenges - Directorate H

About The European Knowledge Tree Group

A preparatory meeting was organised at the AAL Forum Event in Denmark in 2010, with the help and support of Officials from ICT in Brussels, to discuss issues concerning the lack of real impact from R&D. At that small meeting of invited senior people it was agreed that this topic must be addressed urgently with a desire to influence change and benefit to users, to the market, and to Member States. The Knowledge Tree Group was formed in November 2010 at a meeting at LSE.

Since that time we have established a small web site, encouraged exchange and cross border actions. Further events have been arranged at LSE and at the AAL Forum in Italy last September.

The ageing population presents many challenges but also offers opportunities for us all, users, stakeholders, technology developers, financial organisations and governments. The EU has defined policies that enable the welfare and well being of citizens to be addressed through the use of ICT for active ageing as well as independent and assisted living. Business interest in the silver economy is rising but not quickly enough. Case studies show indications that significant cost savings can be achieved. The recent WSD scheme in England has produced further evidence of potential benefit to specific users.

However, evidence of quality of life improvement, new business, and cost effectiveness, is still patchy, fragmented and lacks comparability. Clearer business strategies are needed if active ageing and independent living technologies are to be successfully deployed at large scale.

The Knowledge Tree Group aims to facilitate better understanding of the need and opportunity - an essential element for each Member State to follow. We look forward to your participation in this and welcome suggestions and comment.