



# ACTIVE AND HEALTHY AGEING

## IOT SMART LIVING ENVIRONMENTS FOR AGEING WELL

### Market Drivers and Value

#### Getting Older (share of EU population over 65 years)

Source: Eurostat



19%

2017

29%

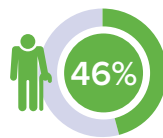
2060



>65Y report a physical/sensorial limitation (2014)



>65Y report a difficulty in personal care activities (2014)



>65Y report a difficulty in household activities (2014)

The European population is getting older fast: in 2017 the share of population aged 65 years and over was 19%, by 2060 it should grow to 29%, driven by increase in life expectancy and the fall in birth rates. Older citizens are less healthy, as 68% of people over 65 declare some physical or sensorial limitation, mainly affecting walking and hearing capabilities. This impacts their quality of life in everyday activities from bathing and feeding themselves, to doing housework, shopping, or managing medications. IoT-based solutions provide ways to support these everyday activities and improve the older population's quality of life as well as the sustainability of the health and care system.

#### 2017 Spending

Source: IDC Worldwide Internet of Things Spending Guide, 2018

€7.7 billion

IoT for Smart Home

€5.9 billion

IoT for Healthcare

€3.8 billion

IoT for Personal Care

Spending on IoT based solutions supporting smart living sits at the intersection of different technologies and markets. Considering IoT for Healthcare, Smart Home and Personal Care the European market is more than €17 B, according to IDC. The bulk of this market is represented by smart home solutions (representing more than 40% of total market).

ACTIVAGE  
PROJECT

### ACTIVATING INNOVATIVE IoT SMART LIVING ENVIRONMENTS FOR AGEING WELL

**ACTIVAGE** is building the first European interoperable and open IoT ecosystem enabling the deployment at large scale of a wide range of Active and Healthy Ageing IoT based solutions and services. To achieve this, **ACTIVAGE** is integrating thousands of devices to collect and analyse older adults' environmental and lifestyle information, identify their needs and provide customized solutions, ensuring users' data privacy and security.

## The IoT Programme - Added Value for Europe



With more than 100€M of EU funding, the goal of the IoT Large Scale Pilots (LSP) Programme is to foster the deployment of IoT solutions in Europe, demonstrate their feasibility and benefits and promote the development of a sustainable IoT ecosystem. The projects design and apply IoT approaches to real-life challenges of high relevance, technology readiness and potential socio-economic impact for Europe. The five focus areas include IoT-enabled smart cities, smart living environments for ageing well, smart farming and food security, wearables for smart ecosystems and autonomous vehicles in a connected environment.



For smart living environments for ageing well, the IoT LSP Programme will:



- ▶ Deploy innovative IoT-based demonstrations promoting independent living for older adults and featuring user-friendly configuration and management of connected technologies for homes and the outside;

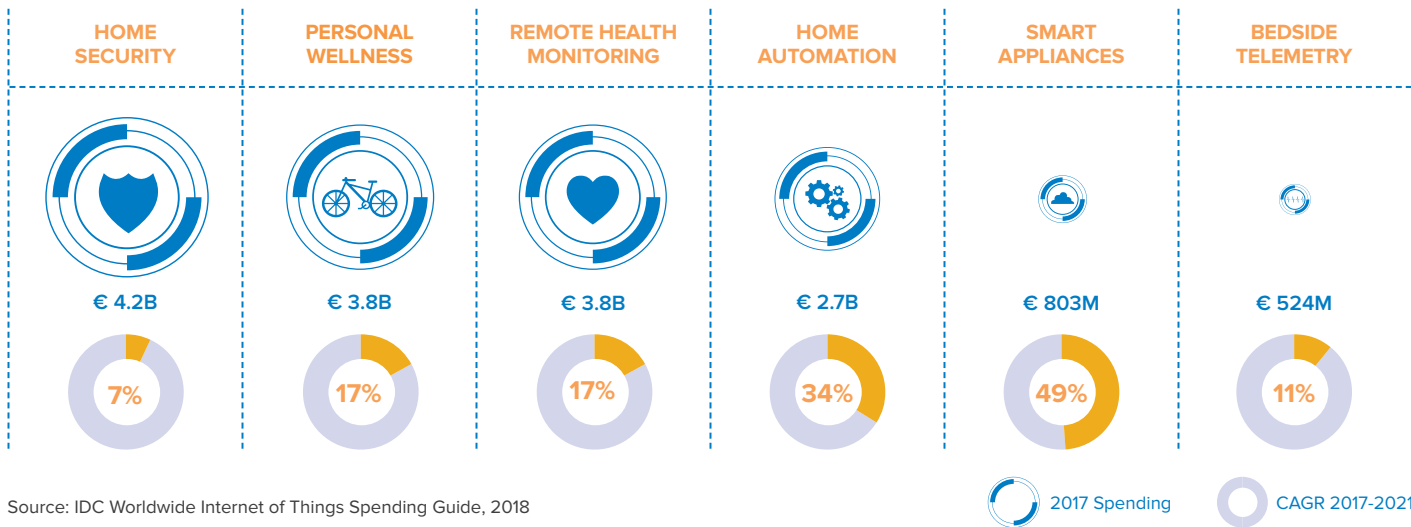


- ▶ Involve a large number of older persons across a multitude of deployment sites in different EU countries spanning a variety of use-cases, from daily monitoring at home and outside home, to exercise promotion; from integrated care for chronic conditions to emergency trigger.

- ▶ Ensure active user-engagement to thoroughly understand older adults' and their carers' needs and simulate real conditions that will emerge in an IoT-enabled European society to maximise adoption, increase efficiency gains, and safeguard ethics and privacy conditions.

# How IoT is used for Smart Ageing

According to IDC, the top use cases of IoT for healthy ageing are home security, personal wellness (wearables for personal monitoring of basic health and wellness-related data) and remote health monitoring (home/remote monitoring of physiological status). Together, these three use cases account for about €11.8 billion spending in 2017. The fastest growing use cases can be found in the perimeter of smart home applications such as home automation (34% 2017-2021 CAGR) and smart appliances (49% 2017-2021 CAGR).



# The Smart Ageing Ecosystem



## ROLES & BENEFITS

### SENIOR CITIZENS AND THEIR FAMILIES

- ▶ Higher quality of life and independence
- ▶ Lower reliance on specialized clinics/staff
- ▶ Co-creation opportunities

### HEALTH AND SOCIAL CARE POLICY MAKERS

- ▶ More efficient and effective provisioning of health and social care
- ▶ Improved long term sustainability
- ▶ Supporting innovation and technological and scientific research

### TECH AND SERVICE PROVIDERS

- ▶ New Market and Business Models opportunities
- ▶ Opportunities for partnerships and networking
- ▶ Cross-fertilization
- ▶ Enhanced customer interaction

### START-UPS AND ENTREPRENEURS

- ▶ New Market and business models opportunity
- ▶ Co-creation opportunities
- ▶ Networking and collaboration opportunities
- ▶ Access to funding

### FINANCIAL AND BUSINESS DEVELOPMENT SERVICES

- ▶ Supporting new business models and products/services
- ▶ Financial return on investment
- ▶ Developing insights for future investments

## Contacts

- [www.european-iot-pilots.eu](http://www.european-iot-pilots.eu)
- [IoTEuropeanLSPProgramme](https://www.facebook.com/IoTEuropeanLSPProgramme)
- [IoT\\_euLSP](https://twitter.com/IoT_euLSP)



The CREATE-IoT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732929

## ACTIVAGE PROJECT

- [www.activageproject.eu](http://www.activageproject.eu)
- [coordinator@activageproject.eu](mailto:coordinator@activageproject.eu)
- [ACTIVAGE project](https://www.linkedin.com/company/activage-project)
- [ACTIVAGEproject](https://twitter.com/ACTIVAGEproject)



- [european-iot-pilots.eu/create-iot/](http://european-iot-pilots.eu/create-iot/)
- [CREATE-IoT](https://www.facebook.com/CREATE-IoT)
- [CreateloT\\_eu](https://twitter.com/CreatioT_eu)