
POTENTIAL CHALLENGE FOR THE AAL PROGRAMME CALL 2016: “AAL PACKAGES/ INTEGRATED SOLUTIONS”

PROBLEM RELEVANCE

Since the inception the AAL Programmes have launched 8 calls over the past years. These calls have shown impressive results culminating in many good and useful solutions. However, many of these solutions have only addressed one specific need. Most of the solutions have been tested only by a few users for a rather short period of time, have not been integrated across platforms or countries and have not reached large scale. What is still missing to date is:

- 1) Integration of solutions that offer packages of different kinds of applications that are designed around the end-users needs (social needs, health care and monitoring, communication, leisure, mobility, ...), that can be personalized and are taking into consideration the life span dimension. End-users would expect proposed solutions to be affordable, secure and reliable.
- 2) Evidence about the effectiveness of AAL-solutions needs to be provided to enhance commercial viability of AAL solutions.

To support larger-scale adoption and integration of AAL solutions under the current challenge the following need to be addressed by consortia:

- Integration of single solutions that have been developed in the course of previous AAL projects is welcomed, as well as the development of new components. The technology readiness level of components should be between 5-8. Single market-ready components can be accepted, as long as there is still integration work to be done to include them in the packages.
- In composing the packages, consortia should aim at addressing changing needs according to lifespan dimensions, as well as the globality of the person who has a variety of wishes, aspirations, needs.
- The integrated solutions have to be tested by a larger number of test users (min. 300 test-users recommended) in several test sites (at least in two countries) over a period of at least one year. The rationale and the design of the evaluation have to be geared towards essentially involving a high number of test users and have to be specified in the proposal.
- Proposals must include a detailed description of the evaluation process and methods adopted. The testing of the solutions must include at least: perceived usefulness of the solution, integration into every day life, the usability as well as acceptance over several months. From the technical perspective, the evaluation must include security and reliability of the system.
- The Consortium should include all partners along the value chain. It is mandatory to include in the proposal a network analysis (considering the whole ecosystem of the solution) for the proposed solution. The planned Workpackages have to specify when and how the relevant stakeholders will be involved in the project.

- It is expected that end-users organisations will have a proactive role within the consortium: when the project and solution is planned, when the project is implemented and, very importantly, when the solution enters the market. It is expected that acceptance will be built in the solution by co-creation.
- Since the call aims at funding affordable and sustainable solutions, proposals are expected to provide substantiated information on the business model already at the proposal submission phase. This regards especially information on which partner/s would bring the solution to the market; on the business role of involved end-users partners; an analysis on where the money is spent and where the value is made. At the mid-term review detailed information on the financial system to guarantee availability of the solution on the long run has to be given. The planned workpackages have to contain detailed information on when and how relevant aspects of the business plan development will be dealt with.
- Ethical guidelines have to be adhered to, and ethical standards have to be respected. It should be taken into consideration that often primary end-users wish to be the owners of their personal data, deciding who is going to have access to information and who not, and how information can be used.

By funding the development of AAL packages the AAL Programme will be enabled to create evidence of the usefulness and the effectiveness of AAL solutions, as well as of their reliability, security and financial viability.

UNMET NEED

It is generally recognized that ICT-based solutions can contribute to enhancing quality of life of older adults in different dimensions (health and wellness, social inclusion and communication, home environment, security and privacy). However, many solutions have been developed, but 1) are not integrated with other solutions, 2) are not sufficiently integrated into every day's life, and 3) have not been evaluated sufficiently.

MARKET OPPORTUNITY

It is estimated that Europeans over 65 possess wealth and revenues of over €3,000 billion, thus representing a huge market potential. At the moment, evidence proof of AAL solutions is often missing. By providing evidence of the usefulness and effectiveness of packages of AAL solutions new potential buyers and users can be addressed.