



Horizon 2020
NCP Training 2017 calls
Brussels, 12 May 2016
Horst Krämer

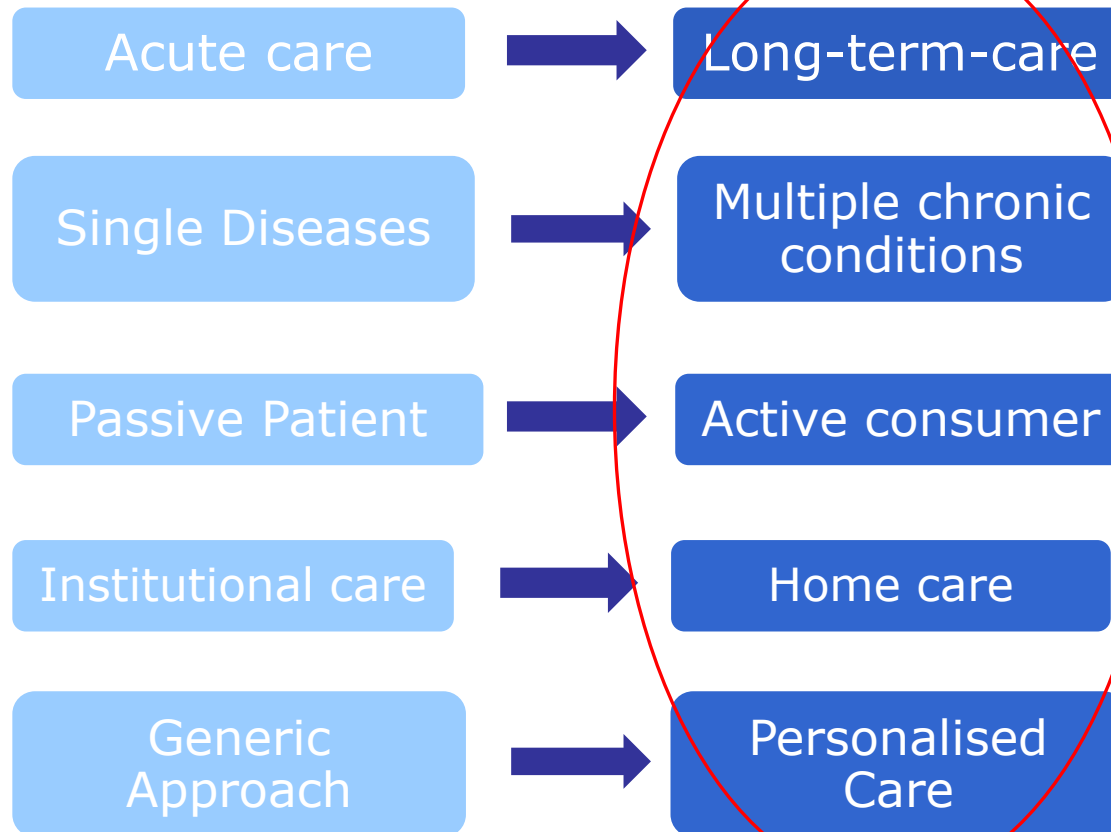
Societal Challenge #1
Health, demographic change
and well-being
ICT for Ageing Well



Digital Social Platforms Unit (H2)
DG Communications Networks, Content and Technology
European Commission

SC1-PM-15-2017: Personalised coaching for well-being and care of people as they age

Transforming Health and Care



Health and Ageing Well – the EU picture

European
Commission

Horizon 2020 - societal challenge 1

EIP on Active and Healthy Ageing

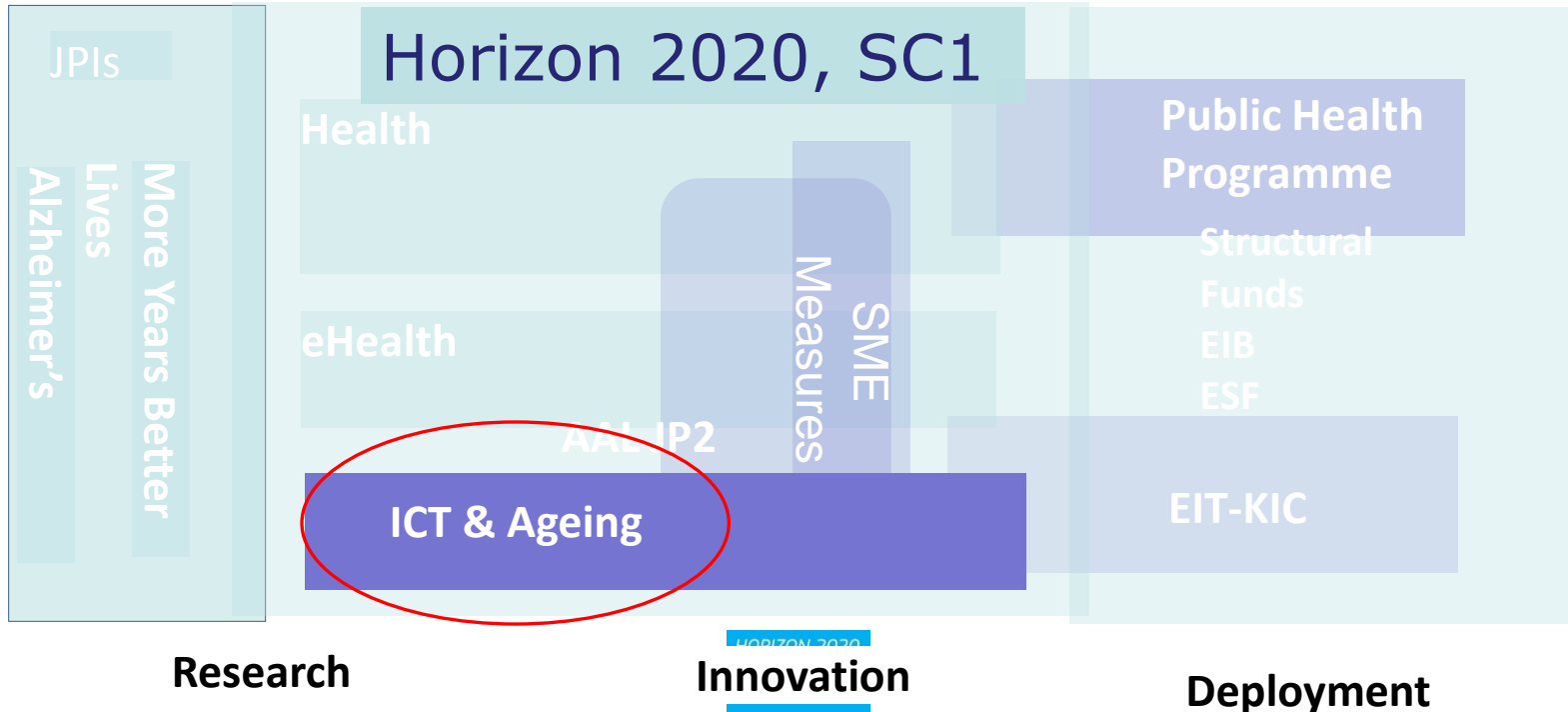
**New
Knowledge**

**Proven
Ideas**

New solutions

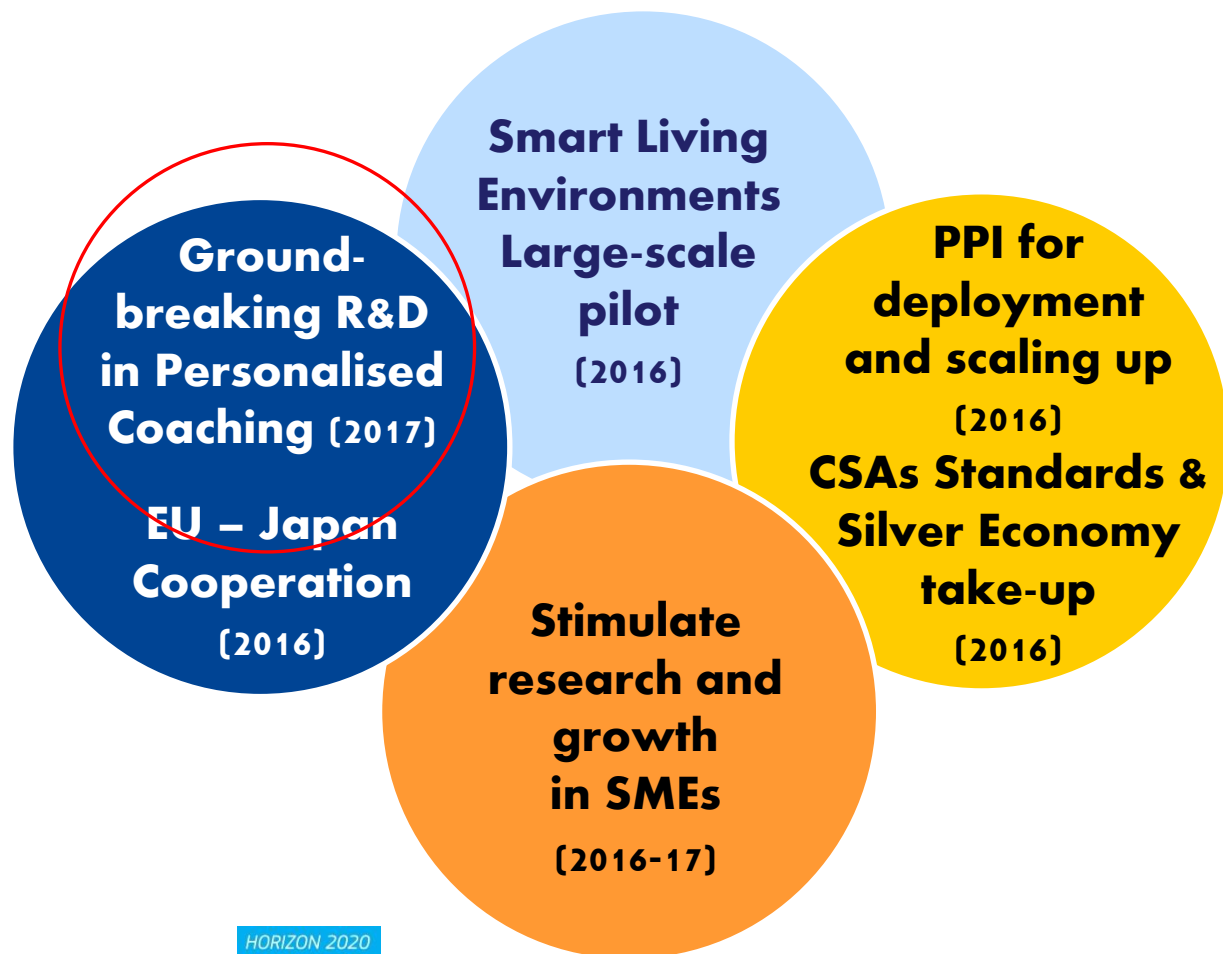
**Evidence
and
innovation
guidelines**

Deployment support



Horizon 2020 - societal challenge 1

- Exploring new opportunities
- Catalyse Silver Economy
- IoT for Smart Living Environments (with ICT-LEIT)
- Scale up Innovative Care Services
- Complementing previous calls



SC1-PM-15-2017: Personalised coaching for well-being and care of people as they age

Challenge: Developing and validating radically new ICT based concepts and approaches for empowering and motivating people in need of guidance and care due to age related conditions

Scope:

- Proof of concept of radically new solutions for a personalised "virtual coach";
- Provide personalised advice, guidance and follow-up for key age related issues in daily life which impact the person's ability to remain active and independent e.g diet, physical activity, risk avoidance, preventive measures, lifestyle and activity management, leisure, social participation and overall wellness;
- Multi-disciplinary research beyond state-of-the-art capable of reasoning, autonomous learning and adaptation to personal needs, emotional and behavioural patterns, conditions and preferences as well as the users' living environment and their social connections;
- Users should be involved and drive the innovation at all stages of the project;
- Avoid attention theft by ICT;
- Address relevant ethics, gender, legal and regulatory aspects.

SC1-PM-15-2017 Expected Impact

- **Usefulness and effectiveness of personalized recommendations** and follow-up in terms of the goals of preserving physical, cognitive, mental and social well-being for as long as possible;
- **Validation of non-obtrusive technology** for physical, cognitive, social and mental well-being;
- **Evidence of user-centred design and innovation**, new intuitive ways of human-computer interaction, and user acceptance;
- **Potential cost-effectiveness** due to enhanced self-care, life-style and care management.

SC1-PM-15-2017 Deadline, Budgets

- Planned opening date: 20/09/2016
- Submission Deadline: 31/01/2017 (17.00.00 Brussels local time)
- Research and Innovation Action
- Cumulative threshold: 12 (4/4/3)
- EU contribution 3-4 million €
- Total Budget: 25 million €

Link to Participant Portal:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/3069-sc1-pm-15-2017.html>



FAQ

Relevant DG CNECT innovation policy documents and overview of EU-funded projects

- EU Silver Economy Strategy http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=silvereconomy
- European Scaling-up Strategy in Active and Healthy Ageing https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/scaling_up_strategy.pdf
- European Innovation Summit on Active and Healthy Ageing http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing&pg=2015-summit
- ICT for Active and Healthy Ageing <http://ec.europa.eu/digital-agenda/en/policies-ageing-well-ict>
- European Innovation Partnership on Active and Healthy Ageing http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing
- Active and Assisted Living Joint Programme <http://www.aal-europe.eu/>
- EIT KIC on Healthy Living and Active Ageing <https://eithealth.eu/>
- Joint Programming Initiative More Years – Better Lives <http://www.jp-demographic.eu/>
- Overview of the EU-funded projects in ICT for Ageing Well <https://ec.europa.eu/digital-agenda/en/news/overview-eu-funded-running-projects-area-ict-ageing-well>

Contact and more info

CNECT-ICT4ageing@ec.europa.eu

Twitter: [@EIP_AHA](#), [@SilverEcoEU](#)

Website: ec.europa.eu/digital-agenda/en/ageing-well-ict

Newsletter: ec.europa.eu/information_society/newsroom/cf/dae/login.cfm