

FIND OUT THE LATEST NEWS ABOUT THE ACTIVEADVICE PROJECT



NEWSLETTER
04/2017



Decision Support Solutions for Independent Living Using an Intelligent AAL Product and Service Cloud

THE ACTIVEADVICE INFORMATION & AWARENESS HUB

A first step towards the fully functional ICT environment of the ActiveAdvice Decision Support Platform was taken in the development: The ActiveAdvice Information & Awareness Hub is now available online at www.activeadvice.eu. It provides insights into the latest developments in the market, especially about new products and emerging technologies (Market & Insights), use cases and user stories about experiences with AAL products and services (Practices & Stories) and characteristics of certain products and services (Products & Services), gives descriptions of current projects in the field of AAL and smart health (Concepts & Projects), and provides information about current and upcoming events and activities of the community (Community & Events). The Information & Awareness Hub is the entry point to the whole ActiveAdvice Platform, which will further consist of an Intelligent Product & Service Cloud and Digital Advisors guiding the decision process on best AAL solutions for older adults.

ACTIVEADVICE @ ICT4AWE

Members of the ActiveAdvice consortium presented relevant and interesting outcomes of the stakeholder interviews, discussing findings about the different target groups respective needs and requirements at the 3rd ICT4AWE Conference on Information and Communication Technologies For Ageing Well and e-Health. In the paper *A Multi-perspective View on AAL Stakeholders' Needs: A User-centred Requirement Analysis for the Activeadvice European Project*, the process of including a multi-perspective view on stakeholders into the project is discussed. It shows how even conflicting needs of different target groups can be integrated into the requirements analysis, thus including the whole stakeholder ecosystem in the designing process. By including not only consumers but other secondary and tertiary stakeholders as well, ActiveAdvice has the chance to reach a broader audience and create value for a broader audience, thus raising public awareness of AAL.

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ActiveAdvice is a project co-financed by the European Commission, AAL Joint Programme and the related National Agencies in Austria, Belgium, the Netherlands, Portugal, Switzerland and the United Kingdom.

Project Objectives



RESEARCH



AGGREGATE



IMPLEMENT



CONNECT

ACTIVEADVICE MEETS AAL2BUSINESS

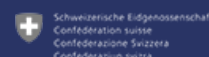
In order to advance the development of the initial business plan for ActiveAdvice, members of the consortium participated in a AAL2Business Workshop, a support action running since 2014 provided for all AAL projects by AAL Association. In the workshop conducted by Nordic Healthcare Group Finland, the initial business plan was refined, especially working on the value proposition for each target group (AAL2C, i.e. older adults and their relatives, AAL2B, i.e. businesses, and AAL2G, i.e. governments and local authorities). With the help of this hands-on experience, the ActiveAdvice business plan could be improved and new insights be gathered about how to make the project sustainable.

JOINING FORCES: ACTIVEADVICE AND AAL MARKET OBSERVATORY

In February, the first work meeting between ActiveAdvice and Technopolis Group, commissioned by the AAL Programme to setup a new AAL Market Observatory, took place. The Market Observatory complements the ActiveAdvice project, providing insights into trends and perspectives in the field of AAL. This information is integrated in the ActiveAdvice Information & Awareness Hub, supporting the communication and dissemination activities of market and investment trends, events and new technologies. At the same time, the Market Observatory profits from the collaboration, using the ActiveAdvice platform to spread information. Together, ActiveAdvice and Technopolis Group created a cooperation plan that is fruitful for both parties.

ACTIVEADVICE
DECISION SUPPORT FOR INDEPENDENT LIVING

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