Launch Event:
Fifth Call for Proposals

Dr Gerda Geyer
Vienna, 30 September 2009
Programme benefit

- National Austrian thematic programme
- Programm owner: Federal Ministry for Transport, Innovation and Technology, Programme Management: Austrian Research Promotion Agency
- One of the main aims of the programme is to enhance the quality of life of older people and prolong the period of time people can live autonomously in their home environment by the use of ICT based products and services
- 6 November 2007: launch of the first call

**14 September 2009: launch of the fifth call**
**9 November 2009: deadline for submission**
**Budget: 1.1 M€**
Focus of the Fifth Call for Proposals: ICT-Supported Active Ageing

Active Ageing is a process which enhances the quality of life of the individual by reaching the maximum access to participation / social integration, security and health.

Thematic clusters are:

- **Social inclusion** (including information retrieval, creation of networks, ...)
- **Activities within and outside the home environment** (including tourism, personal fitness ...)
- **Comfort and security** (including smart homes, measuring, monitoring, ...)

… the call is aiming at …

• Main target group / segments of older people: go goes and slow goes
• Mainly self paying and deciding customers
• Expected side effects:
  - Stipulating the use of technologies in an active phase of ageing means that people get acquaintance with ict in a phase, when still manage to learn quite easily = beneficial when they are restricted in their mobility or are in need of help/care.
  - Increasing awareness and acceptance for technology use
  - Important: to think about how to age in dignity before being in a critical situation
Cooperative Projects

Cooperative Projects: Technology integration
Prototypes and user tests possible
Funding rate: 60% (small e.), 50% (medium e.), 40% (large e.)

Cooperative projects: innovative services and applications (including business model)
Funding rate: 35% (small e.), 25% (medium e.), 15% (large e.)

Please note: All eligible institutions that are not research institutions will be categorized as enterprises (Institutions of the social and health care sector, including non profit organizations, public bodies / federal countries, municipalities,...)
Funding of Research Institutions

60% funding
- for regular project partners or coordinators
- financing concept for the non-funded costs must be submitted with the proposal

100% funding
- less than 25% of the total project costs and max. 100,000€
- Research results must be made public and must be of general interest to the community
- Enterprises cannot use the knowledge exclusively in their project!

subcontractor
Programme benefit also funds ...

2. Human resources projects
Funding of doctoral and master thesis

3. Stimulation projects
- Eg feasibility studies for experimental development
Funding rate: 50% (small and medium e.), 40% (large e.)
- Workshops, conferences, ...
- ...
Programme benefit has funded 21 projects in 2008

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Topics /Examples

**Cluster 1: Social inclusion**
- Communication terminal; touchscreen interface
- Interactive, user-oriented, and user-driven web-portal
- Multimedia communication system for people who live alone

**Cluster 2: Activities**
- Strength-based training system for home usage
- Unassisted control of balance-, risk of falls- and activity-levels, exercise programme

**Cluster 3: Comfort and security**
- Vital monitoring, contextualised personalization and support
- Reliable and automated computer vision system; robust fall detection
Evaluation criteria I (Coop. Projects)

1 Quality of the proposed activity
   Technical and scientific quality / Innovation
   Technical and scientific challenge, methods and dissemination
   Project management and resources

2 Relevance of the proposed activity: contribution to the aims of the programme
   Improvement of usability
   End-users involvement
   Ethical aspects (draft of informed consent necessary)
   Inter- and transdisciplinarity
   R&D aspects
Evaluation Criteria II

3 Suitability of applicants / partners
Enterprises, social and health care providers (including end-users organisations)
Research partners
Consortium & cooperation

4 Economic potential and exploitation
Market prospects
Exploitation
Weaknesses of the projects

Public-private partnerships, living labs, evidence creation, best practices/knowledge deriving from other disciplines can be used, communication has to be improved, knowledge integration and evaluation=challenges of inter- and transdisciplinarity

Business concepts, value chains, value capturing, standardisation

Opportunities
- Intelligent mass products
- Customized services
- Intelligent processes

Integration of user needs into the development processes/ethical issues are of high relevance

Challenges
- Ageing population
- Increasing costs of social and health care
- Reducing workforce
- Improve quality of life for all

Needs
- Maintaining health & functional capability
- Preserving independence & dignity
- Participation into society & social networks
- Feeling secure
6 November 2007
Launch of the First Call for Proposals

Stimulation projects, human resources projects
(sholarships for doctoral students, ...)
Permanent submission

14 September 2009
Launch of the Fifth Call for Proposals
Closing date: 9 November 2009
Evaluation Meeting: 16 December 2009

Cooperative projects, Stimulation projects, Human resources projects (sholarships for doctoral students, ...)

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