The Strategic Interplay between the AAL-AP and the Programme benefit

5. Call

Info Day at the AAL FORUM 09 Vienna
Facts in AT

- Ageing is female
- 80% of care based in family
- 80% of carers are women, with an average age of 56 years
- Value of this service ca. 2-3 Mrd € per year
Facts II

• 44% of single households in AT are over 60 years old
• 60% of women and 30% of men over 80 live alone
• Digital divide in the older society + gender gap
Law of Disruption

• Social, political and economic systems change linearly, technological exponentially
Benefit Strategy

• First mission oriented technology programme due to demographic change
• National programme line since 2007
• Started with an open call
• Part of the AAL JP
• AT commitment 2,5 Mio € / year
Technology for older persons

1. User-orientation
2. Local context + integrator
3. Social compatibility
4. Interoperability
Timing of Calls

- 2007: 1 benefit
- 2008: 2 benefit
- 2009: 3 benefit
- 2010: 4 benefit, 5 benefit
benefit Calls

1. Open Call since 2007
2. Call spring 2008 2,0 Mio €
3. Call autumn 2008 2,9 Mio €
4. Call spring 2009 1,1 Mio €
5. Call autumn 2009 1,1 Mio €

25 running projects so far
Thank you for your attention

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