

## Pre-announcement of AAL Call Challenge 2018

The AAL Association (<http://www.aal-europe.eu/>) would like to announce the challenge for the AAL 2018 Call for proposals of the AAL Programme:

### "Smart Solutions for Ageing Well"

AAL Call 2018 is part of the Active & Assisted Living Programme (AAL Programme) that was approved in May 2014 by the European Parliament and the Council of the European Union.

As part of the work-programme, the AAL Programme intends to launch a new Challenge-led Call for Proposals in February 2018: "Smart Solutions for Ageing well".

The aim of this call is to support innovative, transnational and multi-disciplinary collaborative projects. The AAL Call 2018 has the following key features that differ from previous AAL calls:

1. AAL Call 2018 is open to collaborative projects developing ICT-based solutions targeting any application area(s) within the AAL domain, with a focus on specified markets.
2. AAL Call 2018 allows for more flexibility regarding the scope, size and duration of the proposed projects (including small collaborative projects – please see below).

Collaborative project proposals must demonstrate a clear route to market and added-value for the different types of end-users. The solutions need to be embedded into the strategies of the participating end-user organisations, service providers and business partners. The wishes and aspirations of older adults in combination with the demands from the other stakeholders involved – e.g. providers and payers - will have a critical role in shaping useful and attractive AAL solutions with a high market potential.

"Collaborative projects" (carried out by consortia composed by at least 3 organisations from 3 different countries including an end user organisation and a business partner) will still be funded through this call

#### *Markets*

Since the inception of the AAL Programme, the 10 implemented calls have not only delivered many useful solutions for older adults, they have also provided a more differentiated view about the different market segments for AAL solutions, requiring different approaches:

- On the one hand, there are solutions aiming at the "**private consumer markets**" with aspects such as wellbeing, lifestyle, independence, work, fun and comfort. Buyers would mainly be the older adults themselves or their families and social networks.
- On the other hand, there are solutions aiming at the "**regulated markets**" such as health and care, social care, and housing. In these markets the buyers are mainly secondary or tertiary end-user groups (such as care organisations or municipalities) who provide the solutions as part of a more complex service offer. These market segments usually have a mandatory requirement for evidence about the effects and cost-effectiveness of ICT-based solutions before adopting them fully. In addition, solutions have to fit into the vision and strategy of the organisations involved.

Both of these markets require different approaches.

### *Small collaborative projects*

Over the years end-user groups and other partners in consortia reported that it is difficult to fully explore new approaches or target new business sectors or stakeholder groups within the close framework and time schedule of a fixed multi-annual project. There is a need for more flexible and short-term possibilities for substantial cooperation. The 2018 call will respond by offering flexible frameworks for developing ICT-based solutions for ageing societies.

Small collaborative projects have a duration of 6 months, a maximum co-funding budget of €300.000 and leaner application and reporting procedures. The main objective of the small collaborative projects is the exploration of new ideas, concepts and approaches for ICT-based solutions for older adults. They should reach out to new stakeholders for inclusion in (future) development of AAL solutions, build strong collaborations with end user organisations, support community building with new customers and create shared agendas.

### **Please note:**

Final call information is intended to be published with the launch of the call on the AAL website at the beginning of February 2018.

The AAL Central Info & Partnering Day is planned for the 31<sup>st</sup> of January 2018 in Brussels (to be confirmed).

**Not all funding agencies will fund small collaborative projects.** As of November 2017, the following Funding Authorities have indicated they will fund small collaborative projects:

Austria  
Belgium – Innoviris  
Belgium – VLAIO  
Netherlands  
Portugal  
Romania  
Spain (Biscay province)