eServices Provision for Seniors (55+) in the Cross-border eRegion

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<http://eregion.eu/9-4-2019-eservices-provision-seniors-55-cross-border-eregion-consultation>

Panel

The Role of eSeniors Networks in Acceleration of eServices Provision for the Seniors (55+)

**European Innovation Partnership on Active and Healthy Ageing (EIP on AHA)**

Dr. Paul Timmers

The EIP on AHA was set up in 2010 as a novel multistakeholder collaboration with strong political support and with the intention to define and implement an ambitious, yet focused agenda on active and healthy ageing innovation. Today, over 8 years later, we can both look back on achievements – where the focus in this panel is on active ageing service provision and the role of eSeniors stakeholder networks – and look forward to the challenges ahead.

Doing so, this contribution will consider that much has changed over the years: technology has made a leap forward in both positive and negative ways, from smart phones and wearables to AI to cybersecurity and social networking; political concerns in Europe have moved from financial crisis to migration, populism and climate change, while concerns about strategic autonomy are rapidly rising.

In the meantime, demographic ageing of Europeans is unstoppable. On the negative side we see persistent high levels of elderly people in poverty and with inadequate pensions. On the positive side there are fairly high levels of digital awareness and skills amongst seniors. Many are active online for example for social contacts and finding relevant information for their life such as about health.

Against this backdrop of change, the EIP’s achievements are encouraging. The EIP shows that wide stakeholder collaboration does work and mobilises more initiatives such as in regions across Europe. There are now plenty convincing examples of active ageing innovation that change for the better the life of elderly people and their relatives and that can be replicated elsewhere such as through the EIP Reference Sites. The EIP also provides solid evidence about the balance between investing in quality of life and cost savings in care and cure through the MAFEIP methodology[[1]](#footnote-1)[1]. But we also need to be critical about progress. Many initiatives continue struggling with sustainability and scaling up across Europe, political interest appears limited, and healthy life years in some countries is stagnant or even dropping.

1. [1] Time permitting the analysis will be provided of a physical exercise program and an integrated care initiative. [↑](#footnote-ref-1)