

# **EU - BUILDING AN INNOVATION UNION**

**European Innovation Partnerships –  
meeting societal challenges and  
reinforcing competitiveness**

**Simulation Seminar for ERAC regarding the pilot "Active and Healthy  
Ageing"**

**22 February 2011**

**Conclusions of the moderator: Diogo Vasconcelos, Cisco**



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# Barriers

- Fragmentation unlocks the potential of EU internal market (and global market!)
- Business model unsure – many players involved
- Gap product development and market
- Lack of broader international cooperation



# Advantages of EIP

- Create and shape markets
  - Bring all players **together**
  - Business model as a **design act**
  - Use **public procurement** (national and pan-european)
  - Creating public **awareness**
  - Address **standard issues**



# Advantages of EIP

- **Leverage** existing initiatives
  - Make the best use of **existing mechanisms**
  - **Aligning** and pooling resources and filling the gap if needed
  - Leverage **demand side**
  - Assure **political drive**
  - Encourage **Young Innovative Companies**
  - Share **data** and **build the evidence**



# EIP as an opportunity to:

- Define a **common vision**
- **Mobilise** resources
- Reduce **time to market**
- Reducing **complexity**



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# Recommendations

- **Integrate PHC** into existing or new healthcare delivery models
- Differences in health system of the EU member states make **holistic solution** approaches a problem
- Mobilize teams with **diversity of skills**
- Orchestrate **regional players**
- Product portfolio displayed in **‘real life’ settings**



- Health innovation: very strong systems in **pharma, medical, biotech**
- Much more sporadic in **service innovation**
- ...and on **interface of services, technology, users** etc – which is likely to be key space for innovation and new models
- Relevance of social sciences



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*“Almost half of those aged 75 and over are living alone,  
and nearly 140,000 have gone a full month in the last year without speaking to any family or neighbours.”*

*( ICM Christmas Survey for Help the Aged October 2007)*





John Donne

1572-1631

**“As sickness is the  
greatest misery, so  
the greatest misery of  
sickness is  
solitude”**



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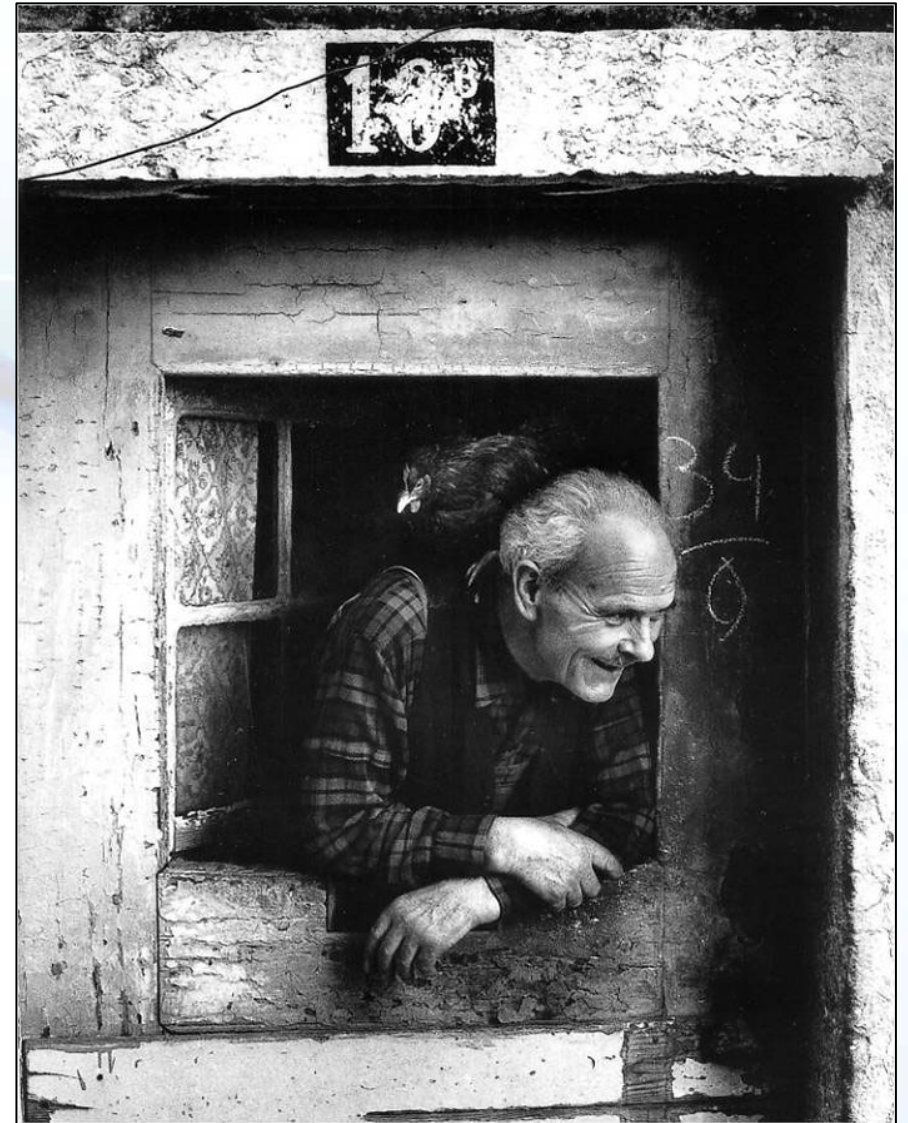
# New vision of old age

- Older people not as a burden but as a **valuable resource**
- **Active participants** and not passive consumers
- Focuses on **capabilities** as well as needs
- Shift away from an exclusive focus on health and pensions to a more **holistic focus on wellbeing**



# New vision of old age

- From invention to **innovation**
- From technological to **social innovation**
- **Design** thinking
- New **service models**
- New **markets**
- New **political priority**
- **The political context:** crisis and recovery



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# Stimulation is key



**“Life expectancy is 3.9 years longer for Academy Award Winners”**

Redelmeier and Singh, “Survival in Academy Award–Winning Actors and Actresses” American College of Physicians–American Society of Internal Medicine, 2001





**EIP it's a journey...**

THE FUTURE  
STARTS  
IMMEDIATELY

AFTER THE  
END OF THIS  
SENTENCE

