

“The Value of the Silver Economy using the Gold of the Future.”

Data is the new gold, but it brings in new and unprecedented issues related to ethics and privacy. Home sensors, geolocalization, and trackers, for instance, provide us with useful knowledge on how to protect and improve the lives of seniors. Digital solutions are rapidly utilized by older adults themselves to measure health conditions, improve lifestyle and a feeling of security and autonomy. Moreover, it can give care and social professionals and companies new tools to develop new solutions and faster implementation. However, the collection of data raises questions about ethics: what type of data is collected and why, for example. Workshops in this theme should focus on topics such as home sensors, professional level, GDPR, data privacy in different countries, and how to overcome the barriers that data privacy represent for development of new solutions.

Summary of the project:

Data is widely recognised as the 'New Golden Resource' of the 21st Century offering both business and society the prospects of responsive and coordinated services. Cost effective and timely data can and should be used to protect and improve the health and independence of older people, their families and carers.

EKTG was established with support by DG CONNECT at the AAL Forum in Denmark in 2010. Since then data science has developed in sophistication, such that current systems can suggest appropriate actions to decision makers. However, the complexity of care and variety of stakeholders involved has resulted in the main in suboptimal outcomes. Barriers to usage are caused by lack of relevant data, poor interpretation of existing data, and reluctance to share data. This may be exacerbated by ethical and privacy issues surrounding data science. Users rarely feel they own their own personal data, with anxieties about misuse by other people.

This 90 minute session will offer good practical examples of how data usage can benefit society, assisting in a healthier, happier populations. We will also demonstrate lessons learned so providers can better tailor their data science-based services in future. Session discussions will encourage confidence in such services by participants.

This session emphasises “the Value of the Silver Economy using the Gold of the Future.”

Method

This session comprises presentations from a number of practitioners and academics from various countries. They will provide practical examples of how the appropriate use of data has been important in delivering benefits to older people. They will focus on the lessons learned from their experience in various

policies and projects, including the pitfalls encountered and how those problems were overcome. The aim is to encourage awareness and confidence in these services in both the providers and the users through session discussions. In addition four or five participants will be invited to present one slide each with their views on this topic.

Results:

Output from all presentations will be included in a special report for AAL after the event. A full report will be included in the EKTG Newsletter, EU Newsletters and affiliated Newsletters from presenters. A full published report will be submitted to a Peer Reviewed Journal. The published paper from our session in 2018 is in Press.

Conclusion:

Our Session will review, advise and propose limits for descriptive predictive and prescriptive analytics. Using the examples from presenters with responsibility for IoT, including security, privacy and GDPR regulation, and Next Generation Internet, the next EU framework programme Horizon Europe and the new Digital Europe Programme alongside industry and users' viewpoints.

We will ask:

Is bigger data always better data?

Do organisations have the absorptive capacity needed?

Do they have the development capability?

Big Data is not 'a free lunch', so who pays?

Have you got the Leadership, Talent management, and Decision-making skills?

How do you know Users' views?

Programme/method:

Details of presenters will be published pre-congress and four or five participants will be invited to present one slide with their views on this topic. AAL Forum participants can be invited pre-congress to list preferences.

Participants will be seated at small Cabaret Style Tables (6-8 per table). Presenters will be fitted with lapel mikes and there will be two-three roving mikes. We would hope that participants can be limited to 80 people + presenters. Each Presenter will speak for a maximum time as listed below. After each group of presenters, this will be followed by a similar period of debate.

Introduction Chair 4 minutes

5x5 = 30 mins Presentations

30 Mins Debate

3x1 = 3 Mins Commentary presentations

5 Mins Debate

Total 72 mins

Debate round tables 10 mins

Summary 6 mins

Final Comment Chairman 2 minutes

This Workshop will be Chaired by Alain Thielemans,
Advisor, Flanders Innovation & Entrepreneurship and Vice President, AAL
Association

Presenters will all be introduced and will be:

Paul Timmers, Chief Advisor EIT Health, Visiting Fellow Oxford University,
former Director European Commission, who helped when EKTG was created in
Denmark 2010,

Rait Kuuse, Deputy Secretary General for Social Policy, Estonia.

George MacGinnis - Challenge Director, Healthy Ageing, UK Research and
Innovation.

Henk- Herman Napp, Senior Researcher, Vilans Company and Technische
Universiteit, Eindhoven, Netherlands and EKTG International Ambassador.

Christiane Brockes, CEO alcare Wil, lectureship University Zurich “Clinical
Telemedicine / eHealth”, Switzerland and EKTG International Ambassador,

Maggie Ellis, EKTG Coordinator and

+ three Commentators showing one slide for one minute These include :

John McGrory, School of Electrical & Electronic Engineering, Dublin

Dirk Lukkien, Senior Researcher at Vilans, PhD student AI in long-term care,
Rivierenwijk, Overijssel Province, Netherlands

Frederic Ehrler, Hôpitaux Universitaires de Genève, HUG · Medical Information

Summary of agenda:

This session will offer a unique combination of experience from our cross-
sector presenter group. The use of big data and AI entails a higher degree of
autonomy of technology, which may affect the freedom of people. Hence, this
requires a new way of looking at the role and involvement of end-users, alongside
effective leadership and management by policy makers and service providers.
We will write a summary paper for publication afterwards.



Paul Timmers



George MacGinnes



Rait Kuuse



Henk-Herman Napp



Dirk Lukkein



Frederic Ehrlert



John Mcgrory



Maggie Ellis