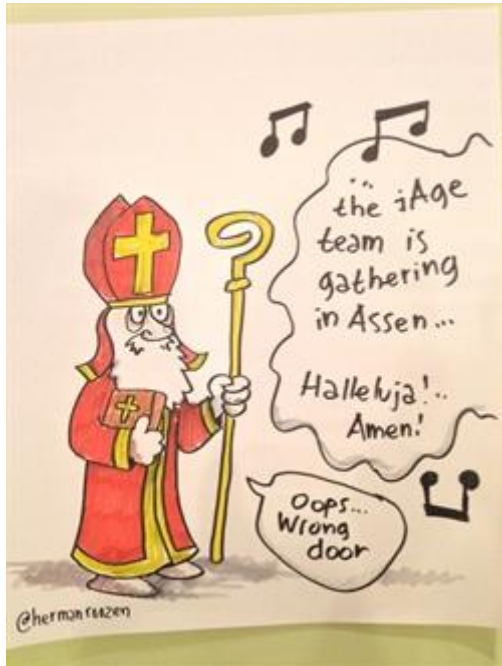


# IAge Final Conference a great Success!

## Inhoud

The Final Conference of the iAge project, which took place in Assen (NL) last week, was a very successful event from all perspectives.



Some 130 delegates were treated to a high level of expertise with regards to healthy ageing, lifelong living and technology - presented by an international line-up of speakers. The programme was led by a very enthusiastic Chairman, Harm Edens, and officially opened by Ard van der Tuuk, Executive Board Member of the Province of Drenthe.

Asghar Zaidi(UK), Professor in International Social Policy, kicked off the morning with a fascinating keynote speech on 'Changing the way we Age', followed by Katharina Frosch from the Julius-Maximilians Universität Würzburg (GER) who presented a view to the future regarding our changing workforce, ageing population and innovation.

As organizers we were also very happy to welcome Erik Buskens, Professor of Medical Technology Assessment & Director of the Healthy Ageing Programme at the UMCG in Groningen. He sketched us an image of what is ahead in terms of our ageing society; self-sufficiency, informal care and services provided through distant agents will become more important, while social and e-inclusion is likely to form a cornerstone of sustainable healthcare and welfare in the near future.

Ilenia Gheno, represented the AGE Platform Europe in Brussels and she informed the audience on how this organization campaigns for age-friendly environments and pools strengths with a wide network of regional and local authorities - everyone has a role to play!

Bernadette Willemse from the Trimbos institute (NL) closed the morning programme by presenting some of the needs and problems faced by the elderly with regard to ICT. Using input from the iAge partners, Trimbos has researched this within the participating countries and produced a report on the subject.

During the afternoon the delegates split up to participate in various sessions - all dealing with the themes and goals of iAge. Partners organized the content of these workshops to showcase what they have learned and achieved during the course of this project. Some iAge 'end-users' played a leading role in these sessions - and later concluded that they had a 'thoroughly enjoyable day'!

Finally, while looking towards future prospects, two young students were given the opportunity to present their latest technological solutions (and to everyone's amusement stood their ground very well against our 'very inquisitive' Chairman). Two new project ideas were pitched and Matt Nichols of the JTS North Sea Region brought us the latest information with regards to the Interreg VB Programme 2014 - 2020 and gave us potential dates for the first call for project applications in 2015.

The iAgers are willing to take the next step and will continue to broaden the current network, create new cooperations and build new opportunities!

