

# Final Conference

Thursday 20th November

Venue: Statenzaal, House of the Province,  
Westerbrink 1, Assen

## Programme



# iAge

## e-inclusion in ageing Europe

09.00	<b>Registration - Coffee &amp; tea</b>	
09.30 – 09.40	<b>Welcome</b>	Harm Edens, Chairman
09.40 – 09.55	<b>iAge: e-inclusion in ageing Europe</b> reviewing 3 years of cooperation	Ard van der Tuuk, Executive Board Member for Province of Drenthe
09.55 – 10.40	<b>Changing the way we age</b> Lessons about active and healthy ageing from Europe	Asghar Zaidi, Professor in International Social Policy at the University of Southampton, UK.
10.40 – 11.15	<b>Workforce age and innovation: Where do we go from here?</b>	Katharina Frosch, Julius-Maximilians- Universität Würzburg, Germany
11.15 – 11.40	<b>Coffee &amp; tea</b>	Reception hall
11.40 – 12.10	<b>More years of better lives</b>	Erik Buskens, Professor of Medical Technology Assesment & Programme Director Healthy Ageing, UMCG Groningen
12.10 – 12.40	<b>Ageing and ICT – a European perspective</b>	Ilenia GHENO, Research Project Manager AGE Platform Europe, Brussels
12.40 – 13.00	<b>Needs and problems of Elderly with regard to ICT</b>	Bernadette Willemse, Trimbos Institute
13.00 – 14.00	<b>Lunch</b>	Reception hall
14.00 – 14.15	<b>To sessions</b>	
14.15 – 14.45	<ul style="list-style-type: none"><li>• Session I</li><li>• Policy Exchange (politicians)</li></ul>	Different rooms
14.45 – 15.00	<b>Change to next session</b>	
15.00 – 15.30	<ul style="list-style-type: none"><li>• Session II</li><li>• Policy Exchange (politicians) - continued</li></ul>	Different rooms
15.30 - 15.45	<b>Change to plenary room</b>	Statenzaal
15.45 – 16.00	<b>Student presentations</b>	Marco Vellinga (Hanze University Groningen) Gavin Hales (University of Abertay)
16.00 – 16.20	<b>Interreg V</b> Introducing the new programme	Matt Nichols, JTS North Sea Region Programme
16.20 – 16.30	<b>What happens next? New project pitches</b>	Margreet Schurer, Peter Laan
16.30 – 16.45	<b>Concluding remarks</b>	Harm Edens, Chairman
16.45 – 17.30	<b>Reception &amp; Networking</b>	Foyer



The Interreg IVB  
North Sea Region  
Programme

*Investing in the future by working together  
for a sustainable and competitive region*



provincie Drenthe

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## Description of Sessions

### Session I

TITLE	DESCRIPTION
Designed for all?	The session is an "instant aging laboratory", a practical and conceptual exercise in taking perspective, providing insights into the issues associated with vision, hearing and touch sensations through the aging process. It will illustrate how the insights from this workshop can be used to promote innovation and design and development of interactive screen media for users with disabilities.
End-user involvement	In this session, a nurse tells about her own positive experience with end-user involvement in a tele-care pilot for homecare and informal care support. The pilot focuses on the use of existing tools rather than investing in new ones, which requires end users involvement.
Self-management by volunteering and sensor technology	This session demonstrates how self-management can be a way to engage and encourage elderly people. It shows how sensor technology supports personal life coaching and can contribute to sustainable labour participation of (older) employees and how a smart matching `volunteer database` can increase the (informal) employability of elderly.

### Session II

TITLE	DESCRIPTION
Life long working	This session demonstrates how ICT tools can support or increase deployment and how to apply the tools. iAge successes range from facilitating older people to start their own business, supporting pensioners to use their experience to relieve employees who combine work and informal care giving.
Do's & don'ts in ICT training	This session presents the circumstances and conditions that are necessary to make an ICT training for elderly, their care givers or volunteers effective. A short film and elderly end-users explain about the do's & don'ts in training the target groups.
The future of independent living	This session presents motives and priorities concerning longer independent living for the elderly and explains how ICT trainers best respond to older people. Through interviews with the partners involved, you learn about their different angles and experiences with Independent Living.