

EUROPEAN PLATFORM FOR AGEING AT HOME

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Project Leader:

Fernando Alonso-López

E-mail: Fernando.alonso@uab.cat /

adaviv@iuee.eu

Tel.: 93 581 3287 / 93 581 30 65

Name of the coordinating person:

Martha Mackay

adaviv@iuee.eu

Tel.: 93 581 31 81

List of participants:

1. University Institute of European Studies (IUEE), Autonomous Univ. of Barcelona, SPAIN
2. AGE Platform Europe (AGE), EUROPEAN NETWORK, Brussels, BELGIUM
3. Danish Building Research Institute (SBI), Hørsholm, DENMARK
4. Metropolitan Research Institute (MRI), Budapest, HUNGARY
5. Urban Planning Institute of the Republic of Slovenia (UPIRS), Ljubljana, SLOVENIA
6. Institute of Health at University of Warwick (Warwick), Coventry, ENGLAND
7. Clúster del Hogar de Euskadi ACEDE (ACEDE), Mondragón, SPAIN
8. L'Agence Nationale de l'Habitat (ANAH), Paris, FRANCE
9. Care & Repair England (CARE), Nottingham, ENGLAND
10. Ciliopée Groupe (CILIOPÉE), Agen, FRANCE
11. European Institute of Rumania (IER), Bucharest, ROMANIA

ABSTRACT

European Platform for Ageing at Home - Age@HOME - aims to promote in-home ageing in Europe by means of a shared conceptualization and definition of a EU agenda of policy and research in this transversal area.

Close to 2012, the European Year of Active Ageing, this platform contributes to seek joint and innovative solutions to the challenges that the growing aged population poses for a socially protective and integrated EU. Long-term care needs will rise exponentially in the next decades putting pressure on public finances and in sensitive demands for ageing support in Europe.

Inhome ageing is a cost-efficient and highly demanded alternative to institutionalisation. But it needs converging conditions for home environment modifications and the services needed to perform daily life activities.

Age@HOME platform aims to promote these complementarities by means of a joint approach to policy and action in Europe. Uncoordinated policies and the economical context of government spending restrictions demand urgent and efficient provision of innovative services. The platform will bring together various social, political, technical and economic agents to propose a shared path of improvements, starting from the development of a European concept of aging at home, accompanied by policy and research recommendations. The expected impact involves the promotion of emerging economic sectors with enormous opportunities for job creation.

The platform is integrated by 11 partners from 7 different countries representing a variety of sectors: public administration, private manufacturers, care providers, health-environment researchers, housing producers, urban consultants and old age representative organizations. It will actively promote the involvement of a large variety of stakeholders and experts that are part of the natural sphere of the partners' activities. Altogether they configure a wide representation of the relevant issues to be considered for the promotion of in-home ageing.