

## **Workshop - Rethinking the scale-up model for innovation in Active and Healthy Ageing**

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09 June 2021

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Online

Which are the main elements of a successful innovation scale-up model in active and healthy ageing? Why have the existing scale-up models not brought the long-awaited rise of investments to the field of health and care sector? This workshop will be the starting point to rethink the model for an efficient scaling-up of innovation in AHA.



Innovation end-users, specialists, technology and service providers, investors, health and care professionals, authorities, academia, civil society organizations, we hope to see you all at the workshop! Find the agenda attached and please register here.

### **Agenda:**

11:00-11:05 Introductory words

by **Piret Hirv**, Connected Health Cluster and Tehnopol Science and Business Park

11:05-11:25 Presentation on Innovation challenges and stakeholders' expectations in the scale-up model of AHA

**Veli Stroetmann**, Director, empirica Gesellschaft für Kommunikations- und Technologieforschung mbH

11:25-11:55 Breakout rooms

Room 1: How can we achieve sustainable engagement with, and between, stakeholders? (**Claudio Santos, University of Porto**)

Room 2: Living labs as research spaces, co-design and validation of innovation. Are we missing something? (**Gisela Garcia Alvarez, Cluster Saude Galicia**)

Room 3: How to overcome the funding gap in the AHA market? (**Alenka Rožaj Brvar, Slovenian Innovation Hub**)

11:55-12:30 Discussion and Q&A

### **Organiser**

IN-4-AHA

Registration

### **Related topics**

Creating a digital society

EIP AHA

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