



From 8:15	Registration Istituto degli Innocenti, Sala Brunelleschi Piazza SS. Annunziata 12, 50121
9:00	Opening of Pharaon final conference and ForItAAL
9:00	Opening ceremony <i>Session Chair: Filippo Cavallo, University of Florence</i> • Greetings and practical information • Opening of ForItAAL and Pharaon Conference ◦ Pietro Siciliano, IMM-CNR & Cluster SMILE ◦ Filippo Cavallo, University of Florence
9:30	Innovation in Action: Pharaon pilot results <i>Session Chair: Christiane Grünloh, Roessingh Research and Development</i> • Introduction to Pharaon Project: background, information and objectives Erika Rovini, University of Florence • Presentation of global results Pietro Dionisio, MEDEA S.R.L. • Experiences and success stories from the pilots ◦ <u>The Netherlands</u>: Femke Nijboer, University of Twente ◦ <u>Slovenia</u>: Mateja Erce Paoli, InnoRenew CoE ◦ <u>Portugal</u>: Elisabete Pitarma, Caritas Coimbra; Mariana Camacho, Misericordia da Amadora ◦ <u>Andalusia</u>: Ana Perandrés, Ageing Lab Foundation ◦ <u>Murcia</u>: Francisco Melero, Technical Research Centre of Furniture and Wood of the Region of Murcia ◦ <u>Italy</u>: Laura Fiorini, University of Florence • Q&A
11:00	 Coffee Break





11:30 Transforming care and lives: Pharaon's journey towards sustainable impact and market solutions

Session Chair: Damir Haskovic, MINDS&SPARKS GmbH

- **Presentation of the impact assessment and MAFEIP cost-effectiveness results**
 - **Sustainability of the Andalusian pilot**
Pietro Dionisio, MEDEA S.R.L.
- **Distinctive elements for exploitation**
 - **Presentation of CATAALOG**
Paulina Villalobos Quesada, MINDS&SPARKS GmbH
 - **Standardization in methodologies**
Madlen Schmudde, DIN – German Institute for Standardisation

12:00 Innovation in Europe: achievements from large scale pilots

Session Chair: Ilenia Gheno, AGE Platform Europe

- **From knowledge to implementation: strategies, lessons learned and recommendations**
 - Christiane Grünloh, Roessingh Research and Development
 - Francesco Giuliani, Fondazione Casa Sollievo della Sofferenza IRCCS
 - Valentina Fiordelmondo, AIAS Bologna Onlus
 - Elena Rocher, Valencia Innovation Capital
 - Eleonora Vanni, LegaCoopSociali
- **Q&A**

13:00



Lunch

Explore the exhibition space which is open all day!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 857188



14:00 Exploring the future of active and healthy ageing policy

Session Chair: Filippo Cavallo, University of Florence

- **Discussion with policy makers**
 - Valentina Romano, Director of Welfare Department Apulia Region
 - Gianna Elisa Berlingiero, Director of Economic Development Department Apulia Region
 - Serena Spinelli, Assessore welfare Tuscany Region
 - Leonardo Marras, Assessore Economia e Attività Produttive Tuscany Region
 - Álvaro Hernando-Hernando, Policy Officer at EU AI Office
- **Panel discussion**

15:30 Coffee Break

16:00 Research innovation from papers submitted to the ForItAAL from Pharaon partners

Session chair: Isabelle Lesterpt, Gérontopôle Nouvelle-Aquitaine

- *Stakeholder Skill Training in Participatory Health Research: Themes and Topics for Future Research*
Kira Oberschmidt, **Christiane Grünloh**, Kevin Doherty, Ria Wolkorte, Sheree May Saßmannshausen, Lara Siering, Åsa Cajander, Michal Dolezel, Svante Lifvergren, Karin van den Driesche
- *Impact of Training Programmes in Digital Skills to Reduce Unwanted Loneliness in Older Andalusian Women*
Ana María Perandrés Gómez, María Párraga-Vico, David Díaz-Jiménez, Javier Medina-Quero, Aurora Polo-Rodríguez
- *AmlCare: Ambient Intelligent and Assistive System for Caregivers support: (re)design of functionalities for the framework of the Pharaon project*
Miguel Ángel Beteta, Andres L. Bleda, Sergio Abbenante, Juan Luis Leal Contreras, Rafael Maestre-Ferriz
- *Health Empowerment for Older Adults through IoT: A case study of telecare for Chronic Heart Failure patients*
María Victoria Bueno Delgado
- *"I thought: everybody wants to participate, right?" - Exploring patient motivation for taking part in long-term qualitative research*
Kira Oberschmidt, Christiane Grünloh, Marijke Broekhuis, Michael Bui, Monique Tabak

17:30 Closure of the day



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