

PROGRAMME



AgeingFit

Accelerating innovation for healthy ageing

8th EDITION

**THE EUROPEAN
EVENT FOSTERING
INNOVATION
FOR WELL-BEING
IN OLDER AGE**

**MARCH 11TH & 12TH
2024
LILLE, FRANCE**



WELCOME

Dear attendees,

Welcome to the 8th edition of AgeingFit! We're delighted to be meeting up once again to explore the latest advances and innovations in the field of healthy ageing. Over the years, AgeingFit has become more than just an event. It's a dynamic ecosystem where ideas are generated, fruitful partnerships forged and the future of healthy ageing reimaged.

Over the next two days, we invite you to make the most of the event: explore the partnership activities, attend the conference sessions led by international speakers, be inspired by the innovative competition pitches, and discover the latest projects from key players in the exhibition area. A showroom dedicated to innovations and prototypes developed in favour of ageing well and for the prevention of age-related diseases is also featured.

We extend our warmest welcome to all participants and look forward to an enriching and inspiring event!

Together, let's make AgeingFit 2024 an unforgettable success!



Mathieu Alapetite
General Manager
France Silver Eco



Émilie Royère
General Manager
Eurobiomed



Étienne Vervaecke
General Manager
Eurasanté & Clubster NHL

Organisers



Institutional Partners



With the support of:



AGEINGFIT AT A GLANCE

AgeingFit is the first European event fostering innovation for **well-being in older age**, gathering all actors involved in the innovation cycle from research to market, along with the key players. The objective is to **promote today's innovative products and services** and **identify tomorrow's market needs for healthy ageing**.

INSIDE THE EVENT



CONFERENCE SESSIONS

Over the two days, you can explore the latest trends in the healthy ageing sector through the conference programme.



ONE-ON-ONE MEETINGS

48 hours to meet your future project partners, obtain funding and accelerate innovation. Check your meeting schedule on the partnering platform:
<https://ageingfit2024.vimeet.events/en/login>



INNOVATION PITCHES

20 projects will be presented during AgeingFit. Don't miss out on these innovative pitches taking place in the Innov'Area!



EXHIBITION

Explore the exhibition area: discover new innovations and meet the players in the sector.



HOSTED EVENTS

Participating in AgeingFit gives you the opportunity to attend several events organised by the main players in the sector. This year, you can attend conferences on a variety of topics.

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SPONSOR AND PARTNERS



WELCOME TO LILLE!

Lille, a dynamic city in the north of France, is a **leader in the field of healthy ageing**. With its rich tapestry of healthcare facilities, research centres and innovative start-ups, Lille fosters **a dynamic ecosystem dedicated to promoting healthy living and improving the quality of life of older people**.

In addition to the many institutes and dedicated laboratories, **8,000 employees from 400 companies** make up the regional economy which is committed to the well-being of the older adults through medical technologies, telecare, medical equipment, nutrition, home automation...

By being held in Lille, AgeingFit demonstrates the city's commitment to promoting initiatives in favour of ageing well, and serves as a platform for showcasing cutting-edge solutions on an international scale.



ORGANISERS



lille.eurasante.com | [@Eurasante](#)

Eurasanté is a tech transfer, an incubator and a cluster manager in life sciences, nutrition and healthy ageing sectors located in Northern France. Eurasanté assists firms in their setting-up process in Northern France and is a service provider for technology transfer, innovative R&D collaboration and partnering opportunities. It helps researchers, start-ups & companies with their development projects. Eurasanté runs 4 incubators: the Bio-Incubator (health), Euralimentaire (foodtech), Eurasenior (healthy ageing) and Vivalley (sport & health). It leads the Eurasanté Park, a 300-hectare site of excellence at the heart of the largest university hospital campus in Europe.



www.france-silvereco.fr | [@Francesilvereco](#)

France Silver Éco exists since 2009 at the initiative of the Economy, Finances and Employment Ministry with the Health Ministry support. The association represents the unifying actor of the healthy ageing sector. It gathers and animates the national ecosystem. Its ambitions are to facilitate the innovative industry development and a qualitative economy in the healthy ageing sector, to settle a references portfolio for the prevention of the dependence in France and finally to sustain the professionalisation of the public purchases department and develop the innovative public purchase strategies.



www.eurobiomed.org | [@PoleEurobiomed](#)

Founded in 2009, Eurobiomed tops European rankings in all stages of innovation: education, basic, translational and clinical research, technological innovation centers, start-ups and industrial success stories. Together, the 400 Eurobiomed members are a driving force in regional development and offers solutions for businesses and research organisations in the health sector to help them innovate, finance, develop and achieve their strategic and business objectives.



www.clubster-nhl.com | [@ClubsterNSL](#)

Clubster NHL – Nutrition, Health, Longevity – is a French competitiveness cluster federating 360 members in the Nutrition, biotechnology, healthy ageing and health sectors. We foster collaboration between academia, private companies (start-up, SMEs and large companies), clinicians and final users. Our aim is to help our members to design, develop and finance their innovative products and processes.





STEERING COMMITTEE

INDUSTRY



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e-Health Conseils 🇫🇷



Ad van Berlo
Manager R&D
Smart Homes 🇳🇱



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Ed Russell
Chief Executive
WCS Care 🇬🇧

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CONTRIBUTING SPONSOR

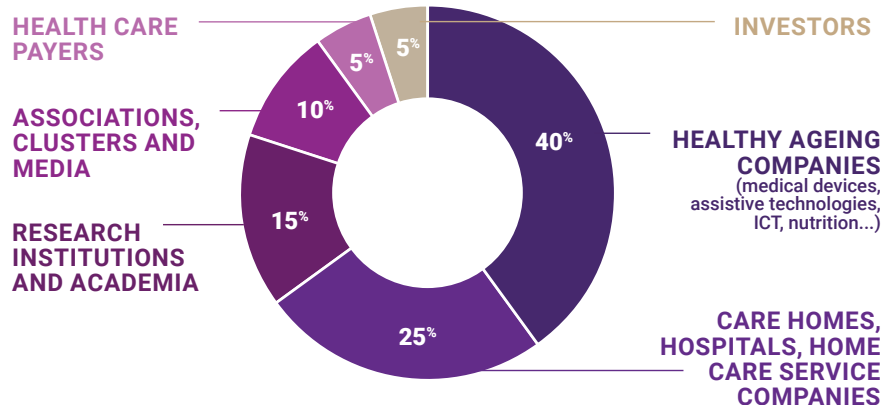


**CENTRE FOR AGING
+ BRAIN HEALTH
INNOVATION**
Powered by Baycrest

www.cabhi.com

The Centre for Aging + Brain Health Innovation (CABHI) is an accelerator and early-stage investor targeting health tech, life sciences, and fintech companies that intersect with aging, brain health, and improving quality of life for older adults. CABHI is Canada's most active agetech investor.

WHO WILL YOU MEET?



NETWORKING DRINKS

Come and extend your network beyond the convention.
Join us for a networking drink, perfect for informal connections.
Unique opportunities await: come share ideas over a drink.

MONDAY, MARCH 11TH
6.15 - 7.30 PM
EXHIBITION AREA

PROGRAMME AT A GLANCE

DAY 1 | Monday, March 11th

3.5 room

Innov'Area

Meetings

9.00 am
9.30 am

 WELCOME COFFEE

9.30 am
10.30 am

Taking healthy ageing to the next level:
Are new sources of capital investment the key
and where to find them?

One-
on-one
meetings

10.30 am
11.00 am

NETWORKING BREAK

11.00 am
12.30 pm

3.5 room

PLENARY SESSION:
Making the Silver Economy a reality:
Changing perspective to make ageing
a source of new economic opportunities

12.30 pm
2.00 pm

 LUNCH

2.00 pm
3.30 pm

What are the barriers for technology
implementation in home
and residential care?

Innovation
Pitches
Personalised health
Prevention

3.30 pm
4.00 pm

NETWORKING BREAK

4.00 pm
5.00 pm

Innovative therapeutic approaches and diagnostic
for neurodegenerative diseases

Innovation
Pitches
Care coordination
Care support
Remote care

5.15 pm
6.15 pm

What are the latest technological
innovations to address mental health issues
among older adults?

From
6.15 pm

NETWORKING & DRINKS
Exhibition area

DAY 2 | Tuesday, March 12th

3.5 room

3.1.B room

Innov'Area

Meetings

8.30 am
9.00 am

 WELCOME COFFEE

9.00 am
10.00 am

How to ensure your
innovation design
is inclusive enough?

Innovation
Pitches
Device &
assistive solutions

10.00 am
10.30 am

NETWORKING BREAK

10.30 am
11.30 am

Exploring the role of labour-
saving technologies in the
care for older adults: Current
progress and future directions

When digital
innovation meets
the elderly! *

Innovation
Pitches
Social innovation

11.45 am
12.45 pm

Driving behaviour change for
active ageing: Innovations in
promoting physical activity and
prevention strategies

Silver Surfer
& AMI HIPA
Award Ceremony *

Tast'Age
Conference

12.45 pm
2.00 pm

 LUNCH

2.00 pm
3.00 pm

What are the new initiatives
and solutions for caring
for older adults in rural
or isolated areas?

3.00 pm
3.15 pm

NETWORKING BREAK

3.15 pm
4.00 pm

Innov'Area

AWARD CEREMONY - INNOVATION PITCHES

- Track 1: Developing innovations in the Silver Economy
- Track 2: Preventing, diagnosing and treating age-related conditions
- Track 3: Innovations in residential and home care
- Track 4: Social and societal innovations
- Hosted Events

* These events will be held in French

ONE-ON-ONE MEETINGS

The partnering platform is the most efficient way to **identify and connect with potential business, research and financial partners.**

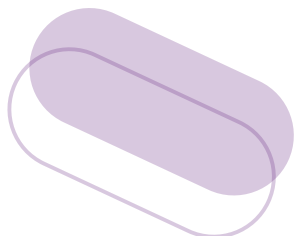
48 HOURS TO MEET YOUR FUTURE PROJECT PARTNERS, OBTAIN FUNDING AND ACCELERATE INNOVATION



After having pre-organised your meetings before the event, it is now time to meet your future partners:

- Check your meeting schedule on the partnering platform (ageingfit2024.vimeet.events) or print it out at the information and partnering desk.
- Meet at the location assigned by the system at the specified time.
- You can keep organising meetings with other participants until the end of the event. Do not hesitate to consult your schedule regularly as it may change.

AgeingFit's partnering platform is powered by: **Vimeet**
Your One to One Events



INNOVATION PITCHES

AgeingFit promotes innovations dedicated to **improving the daily life of older adults** and to **preventing age-related disorders.**



WIN THE AWARD FOR
BEST HEALTHY AGEING PROJECT



CABHI SUPPORTS THE 2024 INNOVATION PITCHES



- The **pitch winner** will get access to CABHI discounted services along with the CABHI Leap Prize (one end user engagement focus group or survey via CABHI's Leap platform).
- Plus, the **top 3 finalists** will receive complimentary tickets and virtual booths at CABHI's 2024 Virtual Summit.

JURY MEMBERS

- Ad Van Berlo**, Manager R&D, **Smart Homes**
- Alice Marlard**, Start-up Manager, **Eurasenior**
- James Mayer**, Senior Manager, Investments & Venture Services, **CABHI Ventures**
- Jordi Ferrer**, Investment Director, **Ship2B Ventures**
- Mike Scipio**, CEO, **IIX Care**
- Soyoung Park**, Venture Partner, **VU Venture Partners**
- Sussie A. Ruff**, Founder & Executive Advisor, **RUFF & CO. Business Innovation**
- Yael Benvenisti**, CEO, **Mediterranean Towers Ventures**

Session 1 | March 11th | 2.00 - 3.15 pm

PERSONALISED HEALTH

 **PhenomX Health** - Stand IA 8
Wellness | Menopause | Personalised nutrition

 **Care.Foormi** - Stand IA 2
Health-as-a-service | Embedded insurance | Data value

 **Ikarians Healthtech** - Stand IA 6
Application | AI | Personalisation

 **REFLEKS (Queen Mary University of London)** - Stand IA 10
Osteoarthritis | Personalised medicine | Preventative care

PREVENTION


 **Five lives** - Stand IA 5
Brain health | Dementia prevention | Healthy ageing

 **Safeage analytics** - Stand IA 11
Digital health | Artificial Intelligence | Remote patient monitoring

Session 2 | March 11th | 4.00 - 5.15 pm

CARE COORDINATION

 **Artois University**
Artificial Intelligence | Elderly people | Language

 **Cubigo** - Stand A2
Artificial Intelligence | Happy Ageing | Resident centric

 **Clever.Care**
Care coordination | Agetech | Home healthcare

CARE SUPPORT

 **L'adaptelier** - Stand B4
Care | Fashion | Circular

REMOTE CARE

 **Ethicam** - Stand IA 4
Ethical monitoring | Remote caregiving | Cameras

 **University of Castilla-La Mancha** - Stand IA 12
Smart mirror | Physical activity | Geriatric assessment

Session 3 | March 12th | 9.00 - 10.00 am

DEVICE & ASSISTIVE SOLUTIONS

 **Biel Glasses** - Stand IA 1
Low vision | Mixed reality | Artificial Intelligence

 **eargym** - Stand IA 3
Hearing | Dementia | Correlation

 **Odix** - Stand IA 7
Low back pain | Rehabilitation | Ageing population

 **Phlecs Light & Health** - Stand IA 9
Itching | Hypertension | Depression

Session 4 | March 12th | 10.30 - 11.30 am

SOCIAL INNOVATIONS

 **BlossHome – Cohabitons au vert**
Co-living | Participative | Countryside

 **Hello Art Up** - Stand A 6
Map | Cultural heritage | Together

 **Innlandet Hospital Trust**
Conversational agent | SMILEbot | Chronic disease

 **Longevity Hub**
Retirement | Active ageing | Digital buddy



THE MOST INNOVATIVE PROJECT WILL BE AWARDED ON TUESDAY, MARCH 12TH AT 3.15 PM WITHIN THE INNOV'AREA



CONFERENCES

Steered by an international and prestigious committee, the AgeingFit conference programme is designed to **address the main issues of the healthy ageing and senior care sectors**: from major financial and regulatory aspects to the **latest innovations in health, prevention and care**. The 2024 programme is organised around **4 tracks** addressing the challenges of innovation for ageing well, from prevention to care.

Track 1

Developing innovations in the Silver Economy

As the Silver Economy continues to evolve, this track aims to provide clear guidance on how to enter this market, and how to create innovative products, services and technologies that meet the needs of an ageing population. For entrepreneurs, start-ups, investors, researchers, and industry professionals interested in creating and investing in exciting innovations, this track offers insights from seasoned experts to guide you through the most up-to-date investment strategies, regulatory frameworks and distribution landscapes.

Track 2

Preventing, diagnosing and treating age-related conditions

Health is no longer solely focused on treatment to proactive prevention and intervention. This track explores the critical elements of lifelong prevention, behavioural change, and targeted approaches to age-related conditions. Delving into the realms of nutrition, physical activity, and the biology of ageing, it encompasses a comprehensive view of health for older adults.

Intended for healthcare professionals, policymakers, nutritionists, clinicians, and researchers, this track will explore strategies, ongoing research, and concrete initiatives that contribute to the holistic well-being of ageing individuals and society.

Track 3

Innovation in residential and home care

This track investigates pioneering solutions and models in residential care and home care settings, highlighting ways to improve care, safety and independence of older adults, as well as responding to workforce shortages. Focusing on the evolving landscape of care for older adults, from assisted living to ageing in place, this track is designed for caregivers, home care providers, facility operators, clinicians and professionals in the senior living and home care sectors. It will explore how technological and organisational innovations can support better quality care for all.

Track 4

Social and societal innovation for ageing well

While older adults sometimes suffer from a lack of independence, they can also suffer from undesired isolation and loneliness, accelerating some ageing conditions. This track examines initiatives that promote social inclusion, intergenerational connections, and age-friendly communities, aiming to create an environment where older adults can lead fulfilling lives.

For care providers, social entrepreneurs, policymakers, nonprofit organisations, researchers, and any advocates for social and societal change in support of older adults, this track will feature change-makers working on mental health and social inclusion issues.

Plenary session

Monday, March 11th | 11.00 am - 12.30 pm **3.5 room**

Sponsored by:



Making the Silver Economy a reality: Changing perspective to make ageing a source of new economic opportunities

At a time when ageing populations are transforming our societies, it's crucial to rethink how we perceive and harness the potential of ageing. This plenary session will examine the economic dimensions of ageing and how we can move from viewing ageing as a societal cost to embracing it as a dynamic source of new economic opportunities.

How is ageing reshaping our economies and what are the far-reaching implications for planning for the future? How can we recognise ageing as a powerful opportunity for economic growth, challenging the prevailing perception of ageing as a financial burden? What are the challenges and opportunities in realising the full potential of a Silver Economy? What is the role of policy and regulation in shaping its growth, and what strategies can governments adopt to encourage innovation and investment? Which sectors and industries have the most to gain from addressing the specific needs and preferences of an ageing population, and how can they tap into this huge potential? What inspiring success stories can guide us towards innovative models within the Silver Economy, and how can they be replicated and adapted for wider impact? Beyond the economy, how can we create a more inclusive society and redefine the role of older adults within it?



Emi Michael
Global Health Manager
Economist Impact



John Klepper
Co-Founder & CEO
PIPRIA



Charles Bark
CEO
HiNounou Sensio



Mike Scipio
CEO
IIX Care



Saila Rinne
Acting Head of Unit, Head
of Sector for policy, DG
CONNECT, Unit "eHealth,
Well-Being and Ageing"
European Commission



Mel Barsky
Director
CABHI



Caroline de Beukelaar
Clinical Trial Center
Manager
AZ Groeninge

1 Developing innovations in the Silver Economy

Monday, March 11th | 9.30 - 10.30 am (3.5 room)

Taking healthy ageing to the next level: Are new sources of capital investment the key and where to find them?

One of the critical enablers of progress is access to capital investment that can support the development and scaling of groundbreaking ideas. The Silver Economy is a complex ecosystem and being aware of the possibilities is essential, be it private investment through venture capitalists, impact investment, public investment through government support or funding programmes.

Our panel of experts will explore the evolving funding landscape for healthy ageing innovations and provide insights into where to find the resources needed to take this critical sector to new heights. What are the obstacles to secure funding in the industry? What are alternatives and emerging sources of funding? Are collaboration in funding and the synergy between sources a solution? What are the criteria and expectations of investors when evaluating healthy ageing innovations?



Alexandre Faure
Founder & CEO
Sweet Home 🇫🇷



Jordi Ferrer
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Ship2B Ventures 🇪🇸



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Lucy Gresley
Senior Portfolio
Manager | Innovation
& Impact
Economic and Social
Research Council
(ESRC) 🇬🇧

2 Preventing, diagnosing and treating age-related conditions

Monday, March 11th | 4.00 - 5.00 pm (3.5 room)

Innovative therapeutic approaches for neurodegenerative diseases

Neurodegenerative diseases represent a significant challenge in ageing, impacting the quality of life and independence of older adults. There is an urgent need for innovative therapeutic approaches. This case study brings together leading experts, researchers, and clinicians to explore the cutting-edge innovations and therapeutic approaches that hold promise in the battle against neurodegenerative conditions. What is the latest breakthrough in the neurodegenerative disease research and knowledge? What are the clinical perspectives in treating patients suffering from Alzheimer or Parkinson? What is the impact of innovative therapeutic approaches on the patient's lives? What are the perspectives in terms of prevention?



Manfred Ruthsatz
Executive Director
Nutrition+HealthCARE 🇩🇪



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Iuliana Popescu
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Barnstable Brown
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Manon Lenain
Neuropsychologist
Institut Pasteur de Lille 🇫🇷

Tuesday, March 12th | 11.45 am - 12.45 pm (3.5 room)

Driving behaviour change for active ageing: Innovations in promoting physical activity and prevention strategies

The path to active and healthy ageing begins with a commitment to maintaining a physically active lifestyle and the adoption of preventive habits to safeguard well-being. This panel discussion will shine a light on the transformative power of innovative approaches in driving behaviour change among older adults, fostering physical activity, and fortifying prevention strategies to ensure a fulfilling and active life. What are the challenges in promoting behaviour change and what are the best strategies to tackle them? What methods have already been proven effective? Are targeted campaigns and community-based initiatives part of the solution? How can technology support behaviour change? How to facilitate collaborations between public health, community programmes, innovators and behaviour change experts?



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Mindfulness Teacher
Thriving Life 🇩🇪



Uliana Shchelgacheva
Co-Founder
Longevity Hub 🇷🇺



Ophelia Prillard
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Rhys Thomas
Community
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Transformation Lead
City & County of
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Philippe Holtzhauser
Development Director
ALOGIA Groupe 🇫🇷

3 Innovation in residential and home care

Monday, March 11th | 2.00 - 3.30 pm (3.5 room)

What are the barriers for technology implementation in home and residential care?

The integration of technology into care environments holds immense promise for improving the lives of patients and residents. However, this transition is not without its challenges. This panel discussion will identify the barriers to the implementation of technology in residential and home care, be it organisational obstacles, budget limitations or even reluctance to change. How to integrate novel technological solutions in already established infrastructures? How to make these technologies adaptable to the needs of each facility and home settings? The panellists will share success stories on the matter and explore strategies to facilitate the effective and beneficial implementation of technology for older adults and their caregivers.



Susie A. Ruff
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Advisor
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Innovation 🇩🇪



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Physical Activity Lead
Royal College of General
Practitioners 🇬🇧



Geert Houben
Founder & CEO
Cubigo 🇧🇪

Tuesday, March 12th | 10.30 - 11.30 am (3.5 room)

Exploring the role of labour-saving technologies in the care for older adults: Current progress and future directions

Lack of workforce in older adults care has become a critical issue. Innovative technologies, including labour-saving ones, can present a way to support the people caring for older people. What technologies are currently used in the field and what are their specific applications? Coming up with technologies is one step of the process, but what does it mean in term of training and support for carers to efficiently use them? What are the challenges to the implementation of these solutions? How to maximise the benefits of technology while maintaining the human component of care? Our expert panel will share experiences illustrating the impact of labour-saving technologies on the workload.



Jackie Marshall-Cyrus
Senior Lecturer Adult
Nursing
University of Worcester 🇬🇧



Viola Baumg  rtner
Project Leader
German Korian
Foundation 🇩🇪



**Monica
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The Care Hub 🇷🇺



Marko Korenjak
President
European Liver Patients'
Association 🇭🇷



Per Simonsson
CEO & Founder
Hestia Agora 🇸🇪

4 Social and societal innovation for ageing well

Monday, March 11th | 5.15 - 6.15 pm (3.5 room)

What are the latest technological innovations to address mental health issues among older adults?

Mental health is an essential component of healthy ageing, and harnessing the power of technology is increasingly vital in addressing the unique challenges faced by older adults. While independence is important, isolation is something to watch out for. Maintaining the right balance between the different variables in the lives of older people is essential to their mental health. What are some technological innovations dedicated to address social isolation and did they prove effective in improving social connections? What kind of platforms around mental health exist to facilitate support and communication with professionals? How to involve professionals as well as care givers or family members? What are the solutions offered by virtual and augmented reality? How to manage privacy and data security in the development and application of these technological solutions?



Ivan Chorbev
Full Professor
Faculty of Computer
Science and Engineering 🇬🇧



Shahnaz Hassan
Consultant Psychiatrist
Iron Rose Wellbeing 🇬🇧



Elisabete Pitarma
Project Manager
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Ad van Berlo
Manager R&D
Smart Homes 🇳🇱



Prenika Anand
Senior Research Fellow:
The Belonging Lab
Samuel Centre for
Social Connectedness 🇮🇳

Tuesday, March 12th | 2.00 - 3.00 pm (3.5 room)

What are the new initiatives and solutions for caring for older adults in rural or isolated areas?

Ensuring the well-being and quality of life for older adults in rural or isolated areas presents a unique set of challenges. What are the main challenges to render care accessible to older adults living in more rural or isolated areas? What are the current solutions and policies in the matter? How to make them more efficient? What are the latest innovative solutions in the field to improve care in remote settings: telemedicine, remote monitoring, digital health tools? What role do social connections play in the health of older adults? How to engage communities in rural care?



Nat  lia Machado
Project Director
SHINE 2Europe 🇵🇹



I  aki Bartolom  
CEO
Ideable Solutions 🇪🇸



Joana Portugal
Deputy Director,
Head of Unit for
Active Aging and
Dependent Care
Aproximar 🇵🇹



Jackie Marshall-Cyrus
Senior Lecturer Adult
Nursing
University of Worcester 🇬🇧



Jean de Miramon
Co-Founder
Domani 🇫🇷

HOSTED EVENTS

This event will be held in French

Silver Surfer & AMI HIPA Award ceremony

3.1.B room

Tuesday March 12th, 2024
11.45 am – 12.30 pm



DISCOVER THE WINNERS OF THE 9TH SILVER SURFER CALL FOR PROJECTS!

The 9th edition of the “Silver Surfer” call for projects was launched in October 2023 with the ambition of sourcing innovation for the benefit of the ageing population, in order to find solutions that will make a lasting and tangible improvement to their daily lives.

This year, in order to prioritise the identification of needs, a number of organisations providing support to older people were consulted. Then, they volunteered to serve as a testing ground. This approach highlighted their concerns, which guided the choice of themes for this 9th edition:

- Improving the ergonomics of everyday objects,
- Facilitating exchanges,
- Preventing undernutrition and malnutrition,
- Encouraging independence through mobility.

The call for projects was open to companies, start-ups or associations based in Hauts-de-France or wishing to open a subsidiary in the region.

During the first application phase, from October to December 2023, nearly 31 applications were received. A panel of experts and institutional partners then selected the final winners from among these applicants. **The winners will be presented with their prizes during AgeingFit!**



HIPÂ CALL FOR EXPRESSIONS OF INTEREST: DISCOVER THE INNOVATIONS SELECTED FOR THIS 2ND EDITION!

The second edition of the call for expressions of interest HIPÂ (Innovative Housing for Seniors) was launched on December 4th, 2023 and applications were open until February 2nd, 2024.

The aim? To identify and promote innovations that help people to age well at home and to give entrepreneurs access to feedback from end-users.

The call for expressions of interest was open to all start-ups, SMEs, ETIs and large groups based in France and wishing to make a commitment to players in the Silver Economy in the Hauts-de-France region.

The prizes for the winners are:

- Exhibiting in one of the 3 showrooms (located in Marles-les-Mines, Harnes and Lille)
- Expand their network of partners
- Benefit from concrete users feedback

Come and discover these new innovations for ageing well
at home at this joint awards ceremony!

Organised by:



Silver Surfer - Institutions and funders:



Silver Surfer - Industry representatives:



Silver Surfer - Media:



AMI HIPA - Partners:



This event will be held in French

When digital innovation meets seniors!

3.1.B room

Tuesday March 12th, 2024
10.30 – 11.30 am



E-health represents today a real lever to facilitate the "healthy ageing" of older people. Whether it's about stimulating memory, engaging in physical activity, or remotely monitoring constants such as blood pressure or weight, digital solutions abound!

However, through this roundtable, we invite you to reflect on the following questions:

How to ensure the proper alignment between digital innovations and the unique needs of seniors? And more broadly, how to integrate these solutions into a profound transformation of the care provided to this population?

With the interventions of:

- **Moderator:** Jean-Baptiste Beuscart, MD-PhD, *Lille University, CHU Lille geriatric service*
- Pierre Emmanuel Bonnet, Chief Revenue Officer, *NEWCARD*
- Nathalie Lévêque, Director of Nursing Home, *Korian Group*
- Maryse Vanneste, Director of development and innovation projects, *Santély*
- Arnaud Louis, Project Manager, IN CITU, *CHU Lille*



This event will be held in English

Tast'Age: A training to combat malnutrition among senior citizens

Innov'Area

Tuesday March 12th, 2024
12.00 – 12.30 pm



Nowadays, physiological changes with age exacerbate vulnerability to malnutrition and dehydration. Oral and dental issues, reduced taste and smell, medication effects, and metabolic changes affect food intake and pleasure in eating. Malnutrition accelerates frailty, leading to various health issues like infections, falls, muscle loss, and psychological effects. Inadequate nutrition impacts mobility, cognition, oral health, dependency, and social isolation. TAST'AGE aims to interrupt the malnutrition spiral.

To combat this, the partners in the Tast'Age project have been working for over a year and a half on the creation of a training program to combat malnutrition among senior citizens.

At AgeingFIT 2024, Tast'Age partners will be unveiling their new training course. Whether you are a healthcare professional, a medico-social professionals professional, working for a homecare service or a VET provider, sign up to find out more about Tast'Age training!

Speakers:

- Claire Boutonnet, Nutrition & Health Project Management Officer, *Eurasanté*
- Joana Portugal, Deputy Director, Head of Unit for Active Ageing and Dependent Care, *Aproximar*

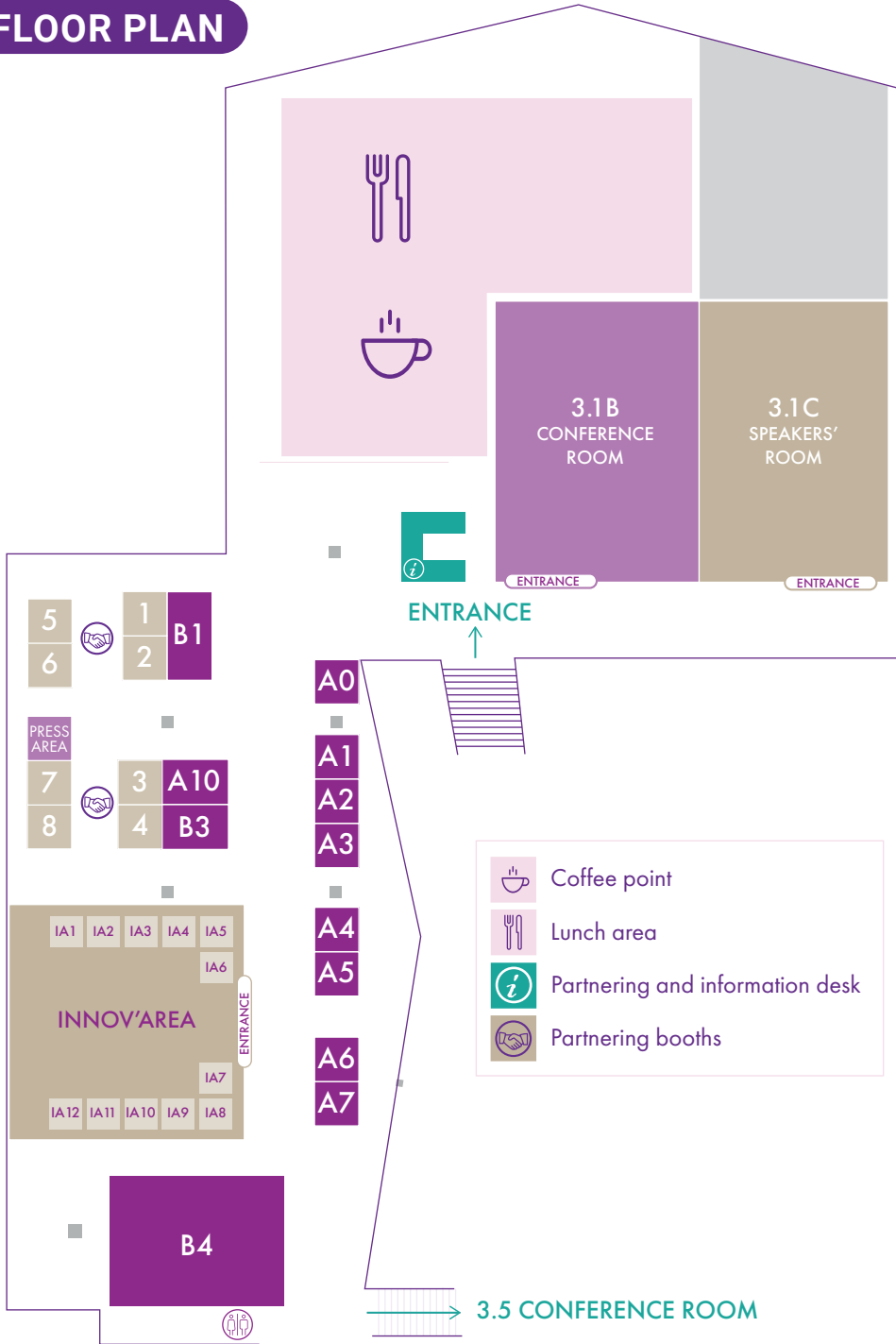
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LILLE NORTHERN FRANCE SITE OF EXCELLENCE

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INNOV'AREA

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CARE.FOORMI.....	IA2	PHLECS LIGHT & HEALTH	IA9
EARGYM	IA3	REFLEKS (QUEEN MARY	
ETHICAM	IA4	UNIVERSITY OF LONDON)	IA10
FIVE LIVES	IA5	SAB MEDICAL INC.	IA11
IKARIANS HEALTHTECH	IA6	UNIVERSITY OF	
ODIX	IA7	CASTILLA-LA MANCHA	IA12

EXHIBITORS

Ailyan | Stand B4

www.ailyan.fr

The welcome totem is made to facilitate the reception of families and residents in the establishment. Its user-friendly interface provides all the essential information: mandatory display of documents, menus, weather, upcoming events, etc. you can also leave an opinion, a message and much more.

It allows calling the reception in case of absence (evening and weekend) and even to take souvenir photos and print them on the spot or send by mail...

Alyzée | Stand B4

www.goupper.fr

Alyzée has been designed to restore independence and mobility to those who need it most. Like a lift chair, Alyzée helps people to stand up and sit down. Lightweight and mounted on wheels, Alyzée can also be moved around easily (with or without a person on it), so it can be used in several rooms of the house. Last but not least, Alyzée also makes it easier to sit at the table, and conforms to PMR size standards.

Artialis S.A. | Stand A5

www.artialis.com

Artialis is a Belgian biotechnology company offering Preclinical, Clinical, and Biotesting services. Our mission is to accelerate the development of ATMP, drugs, medical devices, and food supplements by being your partner of choice from the development to the commercialization of your product. We are specialized in musculoskeletal, inflammatory, gastrointestinal, nutrition, and age-related disorders.

Clubster NHL | Stand B4

www.clubster-nhl.com

Clubster NHL – Nutrition, Health, Longevity – is a French competitiveness cluster federating 360 members in the nutrition, biotechnology, healthy ageing and health sectors. We foster collaboration between academia, private companies (start-up, SMEs and large companies), clinicians and final users. Our aim is to help our members to design, develop and finance their innovative products and processes.

Cubigo | Stand A2

www.cubigo.com

Cubigo is a cloud-based platform transforming the quality of life for older adults across the world. We connect prospects, residents, families, and staff through a comprehensive suite of services like Activities, Maintenance, Housekeeping, Dining, Transportation, and more. The platform integrates with clinical and financial systems and offers state-of-the-art user interfaces. It has a fully integrated data platform to provide advanced reporting and AI applications.

DOMISANTE | Stand A0

www.domisante.com

DOMISANTE: a digital health solution in the patient's home.

Our objective is to put the patient at the center of the healthcare system and to offer healthcare professionals an effective tool to:

- Take and monitor constants, set up alerts,
- Interact with all those involved in the patient's home,
- Access dedicated services: teleexpertise, teleconsultation,
- Access a single PC dashboard to manage patients and caregivers.

ERGOFLEX | Stand B4

www.ergoflix.fr

The Ergoflix chair is ergonomic and compact, easy to fold and transport. For you, it's the guarantee of maximum freedom! You can participate in social life without any restrictions!

Thanks to the powerful motors and the user-friendly design of the Ergoflix electric wheelchair, you can go wherever you want.

Eurasanté | Stand B4

lille.eurasante.com

Eurasanté is a tech transfer, an incubator and a cluster manager in life sciences, nutrition and healthy ageing sectors located in Northern France. Eurasanté assists firms in their setting-up process in Northern France and is a service provider for technology transfer, innovative R&D collaboration and partnering opportunities. It helps researchers, start-ups & companies with their development projects. Eurasanté runs 4 incubators: the Bio-Incubator (health), Euralimentaire (foodtech), Eurasenior (healthy ageing) and Vivalley (sport & health). It leads the Eurasanté Park, a 300-hectare site of excellence at the heart of the largest university hospital campus in Europe.

Eurasenior | Stand B4

www.eurasenior.fr

Created by Eurasanté in 2021, Eurasenior is the first Silver Economy incubator in Europe. Its mission is to support project leaders and innovative start-ups in the development of innovative solutions for ageing well from the Hauts-de-France region. Its premises are located in Arras, at the heart of an ecosystem of excellence and innovation.

Familink | Stand A4

www.familinkframe.com

Familink is a connected photo diary for elderly people who don't have Internet access or don't know how to use it. Familink lets the whole family send photos instantly to Grandma and Grandpa, helping to break the solitude of senior citizens. Familink offers a variety of ways to share photos with your loved ones: photo frames connected to the Internet via an integrated sim card, magazines in the form of paper journals, photo albums and individual photo prints.

forESTIME | Stand B4

www.forestime.fr

forESTIME is a new brand of elegant and practical garments for seniors, to keep the pleasure of dressing up at any age! The garments are buttonless and closed with the help of magnets, making the process of dressing up independently, quicker and easier. For our adapted collection, the garments are specifically designed to facilitate the dressing of dependent seniors by caregivers. The garments are made in France (in Roubaix close to Lille).

Hello Art Up | Stand A6

www.helloartup.fr

HelloArtUp reinvents cultural experiences in nursing homes with inclusive and tactile virtual museums! Co-created by the residents themselves, including employees and family members, these devices promote sociability and self-esteem. Our innovative and participatory approach transforms living spaces to make them more engaging and enriching for everyone.

IRTS Hauts-de-France | Stand A3

www.irtshdf.fr

IRTS HDF is in charge social work and social care trainings and vocational trainings; technical assistance to regional stakeholders; research and innovation; regional activities coordination and promotion.

IRTS is one of the most important training organisations for social work in France. Located on 5 sites in the Hauts-de-France, IRTS offers a wide range of courses including child protection, disability, social inclusion, addictive practices, management, sociology, European social policies.

JALSOSA | Stand A7

www.jalsosa.com

Since 1985, Spanish company Jalsosa has excelled in the manufacture, production and distribution of hygiene products. Its flagship brand, Begobano, offers no-rinse, pH-neutral, pre-soaped wipes that are revolutionizing hygiene in healthcare establishments. This solution saves time and water, eases the burden on staff, and meets the needs of all.

KIBOLT | Stand B3

www.kibolt.fr

Kibolt is an innovation of the Cogelec group, a French manufacturer of access control solutions and market leader in Vigik® access control and wireless intercom! Established in Vendée for 20 years, Cogelec designs and manufactures all its products in France. Based on the values of innovation and proximity, the group markets its products in France and Europe.

L'adaptelier | Stand B4

www.ladaptelier.fr

L'adaptelier is a unique sewing service dedicated to adapting garments to make them easier to put on. We are committed to preserving each individual's identity by adapting their personal clothing.

By redesigning the ergonomics of the garments, we enable time-saving and reduce dressing discomfort.

Our innovation is evident in the integration of a discreet, ergonomic opening/closing system on the garments.

Our goal is to turn the act of dressing into a pleasant experience.

Les Maisons de Marianne | Stand A10

www.maisonsdemarianne.fr

A pioneer in the design and operation of intergenerational residences, « Les Maisons de Marianne » offers a housing solution that creates community. This innovative concept seeks to address the shortage of affordable housing in France, with tailor-made solutions for local authorities, housing associations and institutional partners.

- 56 Maisons de Marianne residences, 40 of which are open
- Nearly 6,000 residents in 2023

MONKA | Stand B4

www.monka.care

Monka is a digital solution providing a concrete and operational response to caregivers to improve their quality of life and ensure the successful aging at home of their elderly loved ones. Our mission is to:

- Reduce the burden on caregivers
- Prevent undesirable events related to the care of the elderly.

NEWCARD | Stand B4

www.newcard.io

Newcard sends the patient a kit with a 4G tablet, connected scale and blood pressure monitor. Patients can transmit their daily health data in just 1 minute. The IDE platform also trains and monitors patients remotely to ensure their autonomy and compliance.

PHARAON - Pilots for Healthy and Active Ageing | Stand A1

www.pharaon.eu

PHARAON – Pilots for Healthy and Active Ageing aims to make smart and active living for Europe's ageing population a reality. The project has integrated digital services and devices, and deployed the solutions in six pilots in Murcia and Andalusia (Spain), Portugal, The Netherlands, Slovenia, and Italy, enhancing older people's independence, safety, and capabilities. This project has received funding from the EU's Horizon 2020 programme (Grant Agreement No 857188).

POSOS Link | Stand B4

www.posos.co

At a time when ageing well is a national public health priority, the POSOS Link project aims to facilitate exchanges between healthcare professionals involved in the care of elderly people living in nursing homes. POSOS Link is a secure platform shared with all PDSs, combining different technological building blocks to optimise the care of elderly patients across a region and thus ensure continuity and quality of care.

Project Scootmobil | Stand B4

Scootmobil innovates by offering secure outings and cultural activities to residents of nursing homes and medical-social structures, using adapted equipment to maintain their freedom despite loss of autonomy. Our goal is to promote well-being and socialization, thereby strengthening the connection with the community.

Santély's | Stand B1

www.santelys.asso.fr

Santelys is a non-profit establishment focusing on home healthcare and on training of tomorrow's healthcare professionals. Coordination, prevention, education, hospitalization, care, technologies ... Santelys' ambition is to find a solution for the patients to stay at home, whatever their age, level of dependence and health status. Santelys also conducts research through its Research, Studies, Evaluations, Valuation, Innovation (REEVI) unit.

SOLSIUS | Stand B4

The connected medical monitoring device includes:

For the patient: a pair of connected orthopedic insoles allowing the measurement of temperature differences between the two feet, the transmission of health data, and the sending of alerts.

For the healthcare professional: a telemonitoring platform enabling them to analyze the received information for each of their patients.

TAST'AGE | Stand B4

www.tastage.eu

TASTAGE addresses the topic of training professional on the challenge of malnutrition in older people. The goal is to provide professionals working around older people (healthcare professional, medico-social professionals, homecare services) with an adapted training offer and facilitated access to learning resources through a best-practice digital toolbox on the topic of providing a better alimentation, prevention, and solutions to fight against malnutrition in older people aged over 65.

Temeoo Mobile | Stand B4

www.temeoo.fr

A team of health professionals moves within retirement homes to perform eye exams. The medical file is analyzed by an ophthalmologist within 8 days : If necessary, a prescription of glasses is issued, if a pathology is detected, a physical appointment is scheduled in an eye centre with an ophthalmologist nearby to perform additional examinations.

THEIA | Stand B4

www.theiascope.fr

Theia is a simple, versatile, affordable and solidaire low vision magnifying solution.

Non stigmatizing, one's only need to connect HDMI on TV.

Made in France, it is assembled by visual impaired workers in a protected structure.

Its price positioning, much cheaper than competition makes it 100% financially but handicap help organisations.

UNLIFT | Stand B4

www.unvoid.fr

Unlift is an innovative storage solution that combines ergonomics and space optimisation. It has been designed to increase the independence of people with reduced mobility and the elderly, by facilitating access to everyday items while maximising the available floor space.

Our storage pedestals, installed on the ceiling surface, descend to the height desired by the user for simplified access in just two clicks on a smartphone or tablet.

INNOVATION GALLERY

A showroom dedicated to innovations in favour of ageing well and the prevention of dependency.
For the 8th edition of AgeingFit, Eurasanté and Clubster NHL invite you to discover a showroom dedicated to innovations and prototypes developed in favour and prevention of age-related disorders.

These innovations come from:



Created by Eurasanté in 2021, Eurasenior is the first Silver Economy incubator in Europe. Its mission is to support project leaders and innovative start-ups in the development of innovative solutions for ageing well from the Hauts-de-France region. Its premises are located in Arras, at the heart of an ecosystem of excellence and innovation. In less than two years, 37 projects have been supported by the incubator and 23 projects are currently being supported. Its ambition is to support 85 new Silver Economy projects and the creation of 25 companies by 2025.

www.eurasenior.fr



Launched for the first time in 2015, the "Silver Surfer" call for projects aims to stimulate the ecosystem of associations, companies, health professionals, research laboratories and start-ups by encouraging them to develop innovative solutions for the older adults. These products/services are tested directly with the target audience through the involvement of partner institutions. On the occasion of the 9th edition of the call for projects, 4 winners were selected at the end of phase 2 of the AAP. The jury also decided to award an incentive prize to one project. These projects will be unveiled at the awards ceremony!

> Award ceremony on March 12th at 11.45 am | Salle 3.1.B



The HIPA flat is a unique innovation centre bringing together products and technologies from Silver Economy companies in the Hauts-de-France region. This space, located in Marles-les-Mines in the Pas-de-Calais region, allows for the presentation, experimentation and life-size testing of technological aids responding to the dimensions of ageing well: food, security, mobility, well-being and social ties. Today, nearly 80 pieces of equipment and solutions (from more than 35 companies in the network) are on display in 4 areas: bathroom, kitchen, living room and bedroom. Building on its success, a second showroom opened in April 2023 in an old house in the Cité Bellevue in Harnes. It is dedicated to everyday equipment that will accompany the evolution of the loss of autonomy at home.

> Award ceremony on March 12th at 11.45 am | Salle 3.1.B

www.appartement-hipa.fr

The innovation gallery is supported by:



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