

ACTIVAGE
experience
day.

May 7th
2020
Madrid.



**Círculo
de bellas
artes.**

Calle Alcalá 42
Madrid

ACTIVAGE EXPERIENCE DAY PROGRAM

7th MAY 2020 IN MADRID

09:00 – 09:30

COFFEE RECEPTION OF ATTENDEES

09:30 – 10:10

INSTITUTIONAL SESSION

- **Madrid City Council.** Strategic policy of the city for older people
- **European Commission.** Strategy digitizing Health and Social Care
- **WHO.** Global challenge: mental health and well-being in older age
- **Project Coordinator.** Positioning ACTIVAGE in the European framework

10:15 – 10:45

KEYNOTE SPEAKER. Neuro-gerontologist. (TBC)

"The importance of living happily and socially active"

10:50 – 11:50

THE ACTIVAGE EXPERIENCE FROM USER'S PERSPECTIVE

Chairman: Dr. Leocadio Rodríguez Mañas

11:55 – 12:50

THE ACTIVAGE VALUES FOR IMPROVING OLDERS' LIVES

Chairman: European Health Policy Expert (TBC)

12:50 – 14:00

LUNCH & EXHIBITION (ACTIVAGE SOLUTIONS + INNOVATION AREA)

14:00 – 14:45

THE ACTIVAGE SOLUTIONS

Chairman: European Commission representative from the IoT field (TBC)

14:50 – 15:30

SCALING UP ACTIVAGE ECOSYSTEM IN EUROPE

Chairman: European investment funds representative (TBC)

15:35 – 16:30

EUROPEAN LOCAL GOVERNMENTS STRATEGIES IN THE AHA FIELD

Chairman: Mr. Germán Gutiérrez. Digital Innovation Manager at Medtronic

16:30 – 17:00

ACTIVAGE AWARDS

17:00 – 18:00

CLOSING COCKTAIL AT CÍRCULO DE BELLAS ARTES ROOFTOP



ACTIVAGE
PROJECT