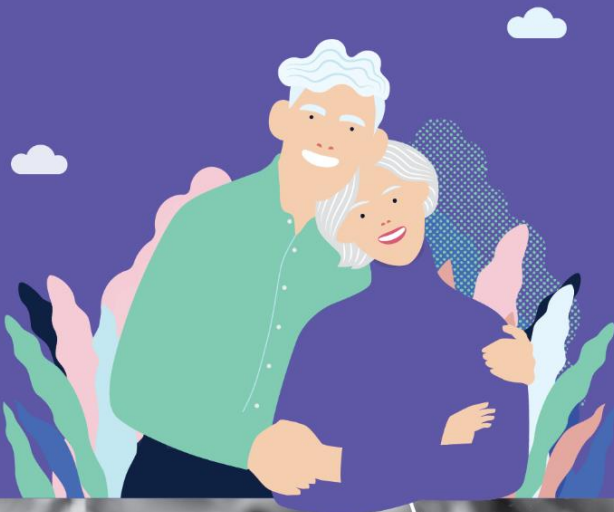


**ACTIVAGE  
experience  
day.**

**Wednesday  
October 21<sup>st</sup>  
2020.**



**Join us in  
this vibrant  
virtual  
experience!**

# ACTIVAGE VIRTUAL EXPERIENCE DAY

21<sup>st</sup> OCTOBER 2020

## 10:00 – 10:15 OPENING SESSION

- **Ainhoa Arbizu as anchorwoman**
- **Project Coordinator.** Welcoming to the ACTIVAGE EXPERIENCE DAY  
Mr. Germán Gutiérrez (Medtronic Ibérica)
- **European Commission.** Strategy digitizing Health and Social Care  
Mr. Jan Komarek. DG CNECT E4 – Internet of things

## 10:15 – 10:30 POSITIONING ACTIVAGE IN THE EUROPEAN STRATEGIC FRAMEWORK

ACTIVAGE Coordination Team

- Mr. Germán Gutiérrez (Medtronic Ibérica)
- Mrs. María Teresa Arredondo (UPM)
- Mr. Sergio Guillén (MYSPHERA)

## 10:30 – 11:10 THE ACTIVAGE EXPERIENCE FROM USER'S PERSPECTIVE

Chairman: Mr. Sergio Guillén and Mrs. Pilar Sala (MYSPHERA).

## 11:10 – 11:20 BREAK

## 11:20 – 11:35 KEYNOTE SPEAKER. Prof. Leocadio Rodríguez Mañas. Geriatrics

"Technology: an opportunity for Active and Healthy Ageing"

## 11:35 – 12:05 THE ACTIVAGE VALUE FOR IMPROVING OLDER PEOPLE LIVES

Chairman: Mr. Giuseppe Fico (UPM)

## 12:05 – 12:35 THE ACTIVAGE SOLUTIONS

Chairman: Mr. Alejandro Medrano (UPM) and Mrs. Pilar Sala (MYSPHERA)

## 12:35 – 12:45 BREAK

## 12:45 – 13:15 OPPORTUNITIES AND CHALLENGES IN THE POST COVID ERA

Chairman: Mr. Sergio Guillén (MYSPHERA)

## 13:15 – 13:40 ACTIVAGE.ORG ASSOCIATION LAUNCHING

Chairman: Mr. Sergio Guillén (MYSPHERA)

## 13:40 – 13:45 BREAK

## 13:45 – 14:15 EUROPEAN ADMINISTRATIONS STRATEGIES IN THE AHA FIELD

Chairman: Mr. Germán Gutiérrez (Medtronic Ibérica)

- **Mrs. Elena Rocher.** Health Program Officer at LAS NAVES, Valencia City Council
- **Mr. Rudolf Lang.** CEO Assisted Home Solutions GmbH and consultant for the Bavarian Red Cross
- **Mrs. France Lamotte.** Autonomy Director at l'Isère Departament
- **Mr. Carlos Capataz.** Digital Technology Services Director at the Red Cross Spain
- **Mr. Odyseas Raptis.** Board member of Cities Net SA, Digital Cities of Central Greece

## 14:15 – 14:25 ACTIVAGE AWARDS

## 14:25 – 14:30 CLOSING