

The New World of the Old

Europe is ageing. Currently about 1 in 8 Europeans are over 65; by 2060 about 1 in 3 will be. This shift in demographic structure has resulted in the rise of a new class, one that will be with us for as long as projections permit. We call this class the “New Old”.

The New Old will differ from their predecessors. They will be more numerous. By 2060 there will be 152 million Europeans older than 60 (up from the current 85 million) and 61 million Europeans will be older than 80 (up from 22 million). They will have had longer working lives: most EU states are trying to increase the pensionable age, reduce pension provisions, or even scrap compulsory retirement. They will still have disabilities, especially since the number of oldest old will increase, but they will live with them for many more years. They will be more educated and probably be wealthier, and have new demands. They will be a larger consumer market than nuclear families.



The New Old will require, indeed demand, a vast array of services and products. Here we introduce a mechanism to ensure these demands will be met.

Introducing KICs

A Knowledge and Innovation Community (KIC) is a long-term, Europe-wide, partnership formed by combination of funding from the European Institute for Innovation and Technology (EIT) and academic, industrial and governmental partners. The purpose of a KIC is to promote economic growth through innovation in a particular sector. It does so by funding PhD programmes, entrepreneurship training, business incubators, and bringing industry and government directly into contact with academic researchers.

KICs are independent entities capitalized to the extent of around €150m p.a. Three KICs already exist dedicated to climate change, ICT and energy. Each KIC consists of half-a-dozen or so “co-location centres” (CCs). Each CC consists of major academic, industry and governmental partners located in some region, for example, S.E. England.

The InnoLIFE KIC will aim to be:

- The go-to place in Europe to trial new technologies through demonstrators, living labs and approaches that accelerate new ideas into the market
- A trusted and respected network, that acts as an attractor for other business and research activities to make the KIC the leading community for those interested in issues around ageing
- A source of new ideas and innovation potential, drawing on start-ups and SMEs and bringing entrepreneurial spirit into the technical communities within universities and industry

The European focal point for skills development, bringing new training approaches and cross-disciplinary skills to whole new cohorts of students and professional

InnoLIFE: a new KIC on Healthy and Active ageing

In mid-late 2013 EIT will announce a call for a new round of KICs. One of the three thematic areas will likely be “Healthy and Active Ageing”. Anticipating this an elite group of European technology institutes and medical schools in the UK, Netherlands, Belgium, Sweden, Denmark, Germany; France and Spain have formed an incipient KIC consortium called InnoLIFE. InnoLIFE is the leading consortium in the field by far.

Benefits for corporate partners

From the point of view of major corporate partners, the main purpose of a KIC is to solve the problems that you have in the development, implementation and commercialization of new technology. In exchange for membership, corporations get access to Europe's best scientists and engineers in the area of healthy ageing. If you have problem, and it's solvable, then we can solve it.



InnoLIFE will do this by giving you:

- A **network of intellectual excellence**, that provides a multi-disciplinary understanding of healthy ageing, from fundamental life science and engineering solutions through to new business model evolution and policy design.
- Access to a **ring-fenced EIT funding** source, contributing to the cost of research, demonstration and education projects that align with the InnoLIFE innovation themes.
- Opportunity to **invest in bright ideas from the InnoLIFE network**, through opportunities for collaborative innovation that would not be available outside this unique network.
- Ability to **influence the InnoLIFE agenda** and align it with your research and development priorities, and so to direct a **portfolio of investment worth €150M per year**.
- **Shape the training of cohorts of Masters and PhD students to meet your future skills needs** and to have **access to a pool of trained individuals** who have had unparalleled exposure to the underlying science and real world challenges of healthy ageing.
- **Inclusion of your technologies and ideas** in Europe's technology development and in the education experience of the next generation of industry leaders.
- **Access to European policy makers** with the added weight of being part of the most recognised body of Ageing knowledge and innovation in Europe
- **Scientific and economic support** for your innovations in new technology, products and services.
- **Increasing your competitiveness and efficiency** by teaming up with selected partners, cross-border VC investment and connecting to public stakeholders.

Commitment from partners

What you get out of InnoLIFE depends on what you put into it. We are looking for companies that will contribute problems, ideas and resources towards to solving the problems that the New World of the Old presents. The contributions can vary greatly in scale. But here are some examples:

- An initial contribution to bidding costs, amount to be determined, but ~ €50k.
- A membership fee – amount to be determined, paid by all members, both university and industry - to fund the administration of the community.
- An option to take an active role in the governance of the community.
- Opportunity to bid annually (in a closed bid between the consortium members) for funds to support projects directly relevant to your needs.
- Co-funding PhD studentships or major research projects in areas of interest to your company.
- Investing in the development and commercialisation of new technologies devised by InnoLIFE researchers.
- Providing research experimental, testing and demonstrator facilities to the InnoLIFE community on a project basis.
- Participating in training programmes for a new generation of scientist-entrepreneurs.

Mission Statement

Turn the challenge of an ageing population into an opportunity for Europe, by developing and introducing a new approach to health care delivery into the European market, creating new business opportunities, offering the choice for personalized health care to the European citizen and contributing to affordable high quality health care provisions in Europe.