




<b>From 8:15</b>	<b>Registration</b> Istituto degli Innocenti, Sala Brunelleschi <a href="#">Piazza SS. Annunziata 12, 50121</a>
<b>9:00</b>	<b>Opening of Pharaon final conference and ForItAAL</b>
<b>9:00</b>	<p><b>Opening ceremony</b> <i>Session Chair: Filippo Cavallo, University of Florence</i></p> <ul style="list-style-type: none"> <li>● <b>Greetings and practical information</b></li> <li>● <b>Opening of ForItAAL and Pharaon Conference</b> <ul style="list-style-type: none"> <li>○ Pietro Siciliano, IMM-CNR &amp; Cluster SMILE</li> <li>○ Serena Spinelli, Assessore Welfare Tuscany Region</li> <li>○ Filippo Cavallo, University of Florence</li> </ul> </li> </ul>
<b>9:30</b>	<p><b>Innovation in Action: Pharaon pilot results</b> <i>Session Chair: Christiane Grünloh, Roessingh Research and Development</i></p> <ul style="list-style-type: none"> <li>● <b>Introduction to Pharaon Project: background, information and objectives</b> Erika Rovini, University of Florence</li> <li>● <b>Presentation of global results</b> Pietro Dionisio, MEDEA S.R.L.</li> <li>● <b>Experiences and success stories from the pilots</b> <ul style="list-style-type: none"> <li>○ <u>The Netherlands</u>: Femke Nijboer, University of Twente</li> <li>○ <u>Slovenia</u>: Mateja Erce Paoli, InnoRenew CoE</li> <li>○ <u>Portugal</u>: Elisabete Pitarma, Caritas Coimbra; Mariana Camacho, Misericórdia da Amadora</li> <li>○ <u>Andalusia</u>: Ana Perandrés, Ageing Lab Foundation</li> <li>○ <u>Murcia</u>: Francisco Melero, Technical Research Centre of Furniture and Wood of the Region of Murcia</li> <li>○ <u>Italy</u>: Laura Fiorini, University of Florence</li> </ul> </li> <li>● <b>Q&amp;A</b></li> </ul>
<b>11:00</b>	 <b>Coffee Break</b>





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 Schumde, 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!**



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14:00

## Exploring the future of active and healthy ageing policy

*Session Chair: Filippo Cavallo, University of Florence*

- **Italian Pharaon pilot and recommendations**
  - Laura Fiorini, University of Florence
- **Discussion with policy makers**
  - Leonardo Marras, Assessore Economia e Attività Produttive Tuscany Region
  - Valentina Romano, Director of Welfare Department Apulia Region
  - Gianna Elisa Berlingiero, Director of Economic Development Department Apulia Region
  - Álvaro Hernando-Hernando, Policy Officer at EU AI Office
  - Raffaele Spallone, Dirigente del Ministero delle Imprese e del Made in Italy
  - Pietro Siciliano, IMM-CNR & Cluster SMILE
- **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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