

SILVER ECONOMY IN EUROPE 2005

New Products and Services.
European State-of-the-art and Perspectives.

www.silvereconomy-europe.org

CONFERENCE PROGRAMME - ENGLISH

Status: February 11, 2005

(Programme is subject to change)



Ministerium
für Gesundheit, Soziales,
Frauen und Familie des
Landes Nordrhein-Westfalen



European Commission –
DG Employment, Social Affairs and Equal Opportunities

Partners in Europe (preliminary list):

North Rhine-Westphalia



Andalucia



Fundación Andaluza de Servicios Sociales
CONSEJERÍA PARA LA IGUALDAD Y BIENESTAR SOCIAL

Burgenland



Extremadura



JUNTA DE EXTREMADURA

Flanders



Gelderland

provincie
GELDERLAND

Heraklion




Islington



Kent



Limburg

provincie limburg 

Mid-East Region Irland



Midland Region Irland



Piemonte



Sachsen-Anhalt



Scotland



SCOTTISH EXECUTIVE

West Midlands

West Midlands
Regional Assembly
Speaking out for the region

Partners in North Rhine-Westphalia:



Industrie- und Handelskammern
in Nordrhein-Westfalen

NWHT

Nordrhein-Westfälischer Handwerkstag

Landesarbeitsgemeinschaft der Freien Wohlfahrtspflege (LAG FW)



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Atelier
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Senioren

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Project executing organisation:

empirica

16 February 2005

19:30

**RECEPTION OF BÄRBEL DIECKMANN,
LADY MAYOR OF THE CITY OF BONN IN THE OLD TOWN HALL**

for all conference speakers and participants

Location: Altes Rathaus, Markt (market place), 53111 Bonn

17 February 2005 – DAY 1

Location: Internationales Kongresszentrum Bundeshaus Bonn (IKBB), Görresstraße 15, 53113 Bonn [How to find: <http://www.ikbb.de/index.php?id=87&L=1>].

REGISTRATION

8:00 – 9:30

9:30 – 12:00

OPENING SPEECHES

- Opening and moderation: Bärbel Dieckmann, Lady Mayor of the City of Bonn
- Peer Steinbrück, Prime Minister North Rhine-Westphalia
- Birgit Fischer, Minister for Health, Social Affairs, Women and Family of North Rhine-Westphalia
- Prof. Wolfgang Schulhoff, President of the Handwerkskammer Düsseldorf, President of NWHT North Rhine-Westphalian Crafts and Skilled Trades Council
- Jérôme Vignon, Director DG Employment and Social Affairs, Commission of the European Communities
- Prof. Dr. Klaus Gretschmann, Director General, Council of the European Union
- Dr. Gerhard Stahl, General Secretary, Committee of the Regions
- Anne-Sophie Parent, Director, AGE The European Older People's Platform

12:00 – 13:30 *LUNCH BREAK*

13:30 – 15:30 *DISCUSSION FORA – SESSION 1*

13:30 – 15:30

FORUM 1
INDEPENDENT LIVING I
(INCL. HOUSING AND ARCHITECTURE, NEW MEDIA AND TELECOMMUNICATION)

Introduction

Birgit Fischer, Minister of Health, Social Affairs, Women and Family of North Rhine-Westphalia

♦

Expansion of Care Services Through new Innovative Monitoring Concept

Florian Lupfer-Kusenberg, Tele-Alarm, Rodgau

♦

Touching Peoples Lives Through Technology

David Kelly, Director of Community & Support Services, West Lothian Council

♦

Smart Houses and Smart Living for Senior Citizens: new Chances and big Markets?

Dr. Ir. Ad van Berlo, Smart Homes, Manager R&D, Eindhoven (The Netherlands)

♦

Individualised Products for Living and Working

Dr. Hildebrand von Hundt, Director, Handwerkerkooperation "BarriereFREI LEBEN", Dortmund

Moderator:

Fiona Hird, Scottish Executive, Equality Unit:
Older People's Unit, Edinburgh (United Kingdom)

Rapporteur:

Dr. Vera Gerling, Forschungsgesellschaft für Gerontologie e.V.

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13:30 – 15:30

FORUM 2

TOURISM

Attracting and Maintaining Senior Tourists as Customers – the Opportunities for Regions and Cities

Dr. Hanne Meyer-Hentschel, Meyer-Hentschel Institut, Saarbrücken

♦

Cross-border Health Tourism - The Termali "d'Abano" in Veneto

Laura Schütz, Centro Studi Termali "P. d'Abano" (Italy)

♦

Combining Health and Tourism - the Health Kuopio Programme in Finland

Leila Tolkki, HEALTH KUOPIO Programme, Project Manager of Health Tourism,
Heikki Helve, HEALTH KUOPIO Programme/ City of Kuopio, Programme Manager

♦

Tourism and Wellness

Bernd Hamann, Director of Kur- und Heilbäderverband North Rhine-Westphalia, Rolf von Bloh, Nordrhein-Westfälischer Heilbäderverband e.V., Director Saline Bad Sassendorf and Vera Wiehe WEGE mbH /ZIG

♦

"fit und mobil": Public transport for active people 60+ in the VRR

Dr. Klaus Vorgang, Geschäftsführer VRR Verkehrsverbund Rhein-Ruhr, Gelsenkirchen

Moderator:

Päivi Tahkokallio, National Research and Development Centre for Welfare and Health (STAKES) (Finland)

Rapporteur:

Jean Severijns, Provincie Limburg (Niederlande)

Forum-Sponsor:



13:30 – 15:30

FORUM 3

HOME-BASED SERVICES

Introduction

Haushaltsnahe Dienstleistungen als Basis für ein Leben im individuellen Wohnraum

Wolfgang Altenbernd, Geschäftsführer Arbeiterwohlfahrt Bezirksverband Westliches Westfalen e.V.,
Vorsitzender der Arbeitsausschuss Altenhilfe in der LAG FW

♦

Community Based Services: From Local and Regional to Nation-wide Service Provision

Colm O'Connor, Third Age Centre (Ireland)

♦

Videotelephony in Home-based TeleCare Services – a Practical Example From Kortrijk

Paul Devoldere, Telesenior, Kortrijk (Belgium)

♦

The Service Pool ‚Haus & Hof‘ in Kleve – Autonomy Despite Age Through Home-Based Services on Demand

Gabriele Coché-Schüer, Regionalstelle Frau und Beruf Kreis Kleve

♦

Dienstleistungsagentur Mobile Hauswirtschaft

Doris Reinecke, Arbeit und Lernen Köln gGmbH

♦

Moderator:

Sabine Schumacher, Diözesanverband Caritas-
verband für das Erzbistum, Cologne

Rapporteur:

Jenny-Lee Spencer, West Midlands Europe, Euro-
pean Health Policy Advisor

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13:30 – 15:30

FORUM 4 CULTURE

Introduction: Culture and the Silver Generation – An Introduction

Prof. Dr. phil. Max Fuchs, Direktor of Akademie Remscheid



Status quo and Trends in the use of Culture by Elderly Citizens

Dr. Susanne Keuchel, Zentrum für Kulturforschung, Bonn



Projekt "Opening of the Cultural Economy to Seniors"

Gerda Sieben, Institutsleiterin Institut für Bildung und Kultur e.V., Remscheid



The Cultural Project "New Living Home" Spanning all Generations

Hans-Georg Pompe, HANSGEORG POMPE Marketing für begeisterte Kunden 50plus



Moderator:

Prof. Dr. Andreas Joh. Wiesand
Executive Director, European Institute for Comparative Cultural Research (ERICarts)
Director, Zentrum f. Kulturforschung, Germany (ZfKf)

Rapporteur:

Barbara Gessler, Commission of the European Communities

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www.ibk.de



www.ericarts.org



www.kulturforschung.de

15:30 – 16:00 ***COFFEE BREAK***

16:00 – 18:00 ***DISCUSSION FORA – SESSION 2***

16:00 – 18:00

FORUM 5

INDEPENDENT LIVING II

(INCL. HOUSING AND ARCHITECTURE, NEW MEDIA AND TELECOMMUNICATION)

"Where seniors grow - cities for seniors"

Alex Sievers, Inbo Adviseurs Ruimte & Vastgoed (Netherlands)

♦

Communication as a key Element of a Strategy for the Improvement of the Living Conditions of Elderly People - two Examples from the Housing Industry

Hans Fürst, Unternehmensbereichsleiter Stadtentwicklung und Forschung, Nassauische Heimstätte Wohnungs- und Entwicklungsgesellschaft mbH, Frankfurt am Main

♦

Applications and Services for Intelligent Housing for Elderly People – Future Opportunities for the Housing Industry

Dipl.-Ing. Klaus Scherer, Fraunhofer IMS, Duisburg, Head of Department Systems & Applications SAT, Head of inHaus-Center Intelligent House Systems & Dipl.-Ing. Dipl.-Immobilienwirt FWI Armin Hartmann, Projektleitung Pilotprojekt "SmarterWohnenNRW"

♦

MobilAlarm - A Location-independent Response Service for Older and Disabled People

Dr. Stefan Lilischkis, ATTENDO Systems, Ismaning

♦

Independent Living – a new Perspective for Craftsmen

Dr. Thomas Köster, Director NWHT North Rhine-Westphalian Crafts and Skilled Trades Council, Düsseldorf (North Rhine-Westphalia)

♦

Moderator:

Martina Koepp, GGT Deutsche Gesellschaft für Gerontotechnik, Iserlohn

Rapporteur:

Almut Schmitz, Zentralverband des Deutschen Handwerks, Brüssel

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16:00 – 18:00

FORUM 6

HEALTH AND WELL-BEING

Value-added Services and Response Centres for the Elderly in the United Kingdom

Karin Curtin, Julie Robson, Marketing, Business Development, ATTENDO Monitoring Ltd., Rotherham (United Kingdom)

♦

"Nothing About Us Without Us" - The Engagement of Older People in the Planning of Services

Kath Smith, Regional Manager - Development West Midlands, Help the Aged, Eve Freer (United Kingdom)

♦

Cross-border Co-operation for Healthcare Provision in Euregio Meuse-Rhine

Prof. Dr. Jacques Scheres, University Hospital Maastricht, Co-ordinator of Interreg project „Cross-border Co-operation for Healthcare Provision in Euregio Meuse-Rhine” (The Netherlands)

♦

TeleMedicine – Better Care for Chronically ill People

Christoph Westerteicher, Philips e-Care Services

♦

Telemedicine Devices and Systems Deployment in Residential Homes for Elderly People in Andalusia

Pedro Rodriguez Delgado & Miguel Angel Moral Gutierrez, Fundación Andaluza de Servicios Sociales, Seville & Granada (Spain)

♦

Moderator:

Janet Cairns, Director of Education and Health Regeneration, University Hospitals Coventry and Warwickshire NHS Trust

Rapporteur:

Dr. Sibylle Honnef, Projektbegleitung - Moderation - Tagungsmanagement, Aachen

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16:00 – 18:00

FORUM 7

FINANCIAL SERVICES

Financial Services for Elderly People

Valérie Anfray-Vitton, Head of business unit “care for the elderly”, Crédit Coopératif, France

♦

ServiceWinkel - Joint Public and Financial Service Provision in Residential Areas in the Netherlands

Klaas van der Laan, Vice President Retail Services Rabobank Nederland, Eric Schlosser, President IBC Consulting, Sittard (Netherlands)

♦

Financing Real Estate for the Elderly from the Point of View of a Bank Specialised on Organisations from the Social Economy

Dietmar Krüger, Member of the Board of Directors, Bank für Sozialwirtschaft AG, Cologne

♦

Grey Matters – A flexible approach to addressing financing needs

Malcolm Hayday, Chief Executive The Charity Bank Limited, West Malling, Kent, England

♦

Moderator:

Joachim Schwer, Initiator and Senior-Advisor, Die Alten Hasen GmbH, Frankfurt

Rapporteur:

Dr. Berthold Becher, Bank für Sozialwirtschaft AG, Leiter Research, sozialwirtschaftliche Marktunterstützung, Europa-Service

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16:00 – 18:00

FORUM 8

NETWORKING

The Senior Economy Initiative in North Rhine-Westphalia

Dr. Josef Hilbert, Institut Arbeit und Technik, Gelsenkirchen

♦

Regions for all Ages: Understanding Ageing and Harnessing the Potential of Older People at Regional Level

Richard Baker, AGE Concern (United Kingdom)

♦

PRIME Time for Business - Promoting Self Employment Amongst Older People

Laurie South, Chief Executive PRIME (United Kingdom)

♦

Die wachsende Bedeutung des Versandhandels für die Zielgruppe der älteren Menschen am Beispiel der TriStyle-Gruppe - Europas größter Versendergruppe im Seniorenmarkt

Klaus Wirth, Gesellschafter der TriStyle Gruppe

♦

European Computer Driving Licence: A Global Network for e-skills for Senior Citizens

Thomas Michel, Dienstleistungsgesellschaft für Informatik mbH

Moderator:

Constance Hanniffy, Vice-President of the ECOS
Commission, Committee of the Regions, Brussels

Rapporteur:

Dr. Walter Van Dongen
Population and Family Study Centre, Brussels

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18:30 – ~19:15

Presentation of and guided tour through the Plenary Chamber of the "Bundeshaus Bonn" (Regina Sellmer) (approx. 45 minutes)



19:30

MEETING OF THE EUROPEAN REGIONS WITH THE MINISTER FOR HEALTH, SOCIAL AFFAIRS, WOMEN AND FAMILY OF THE STATE OF NORTH RHINE-WESTPHALIA BIRGIT FISCHER TO AGREE ON FUTURE CO-OPERATION.

18 February 2005 – DAY 2

Location: Internationales Kongresszentrum Bundeshaus Bonn (IKBB), Görresstraße 15, 53113 Bonn [How to find: <http://www.ikbb.de/index.php?id=87&L=1>].

9:00 – 9:05

INTRODUCTION TO THE SECOND CONFERENCE DAY

Dr. Karl A. Stroetmann, empirica GmbH

9:05 – 10:15

REPORTS FROM THE FORA

- Forum 1 & 5: Independent living (incl. housing and architecture, new media and telecommunications)
- Forum 2: Tourism
- Forum 3: Housing-related services and networks
- Forum 4: Culture
- Forum 6: Health & well-being
- Forum 7: Financial services
- Forum 8: Networking

10:15 – 11:15

EUROPEAN SILVER ECONOMY AWARD 2005

Granting of the „European Silver Economy Award 2005“

Birgit Fischer, Minister of Health, Social Affairs, Women and Family of North Rhine-Westphalia

- Category A: Products and Services
- Category B: Economic Co-operations
- Category C: Regional Silver Economy Networks

11:15 – 11:45 ***COFFEE BREAK***

11:45 – 12:30

THE “SILVER ECONOMY NETWORK OF EUROPEAN REGIONS (SEN@ER)

Presentation of the Network

Presentation of the „Bonn Declaration for the Silver Economy“

Birgit Fischer, Minister of Health, Social Affairs, Women and Family of North Rhine-Westphalia

12:30 – 13:00

PRESENTATION OF THE CITY OF THE 2. EUROPEAN SILVER ECONOMY CONFERENCE 2006

13:00 ***END OF CONFERENCE***