

EUROPEAN ECONOMIC FORUM

Lodz, Poland

Andels Hotel and on-line

Organized by the Lodzkie Region

About the EUROPEAN ECONOMIC FORUM

The European Economic Forum is a cyclical event organized by the Lodzkie Region, which has become a permanent fixture in the calendar of the most important economic events in the country. The first EEF was held in 2007. The forum is a meeting place for thousands of entrepreneurs, businessmen, experts, representatives of local government units and government authorities. Participants discuss the prospects for the region, the economic development of the country and the possibilities of international cooperation.

Every year, the European Economic Forum attracts attention with a variety of subjects. The program covers topics in the field of, among others innovativeness and competitiveness of companies from the SME group, foreign trade, acquiring new markets, new technologies or managing and developing enterprises.

However, the Forum is not only discussions of representatives of state institutions or international corporations. It is also a platform for the exchange of experiences between entrepreneurs - especially from the small and medium-sized enterprises sector. The relaxed and friendly atmosphere is conducive to finding ways to solve problems common to the industry. Such a large group of businessmen is also a great opportunity to expand the network of contacts or find potential customers.

Every year we prove that the European Economic Forum is a perfect place to expand your knowledge, make friends, gain business contacts and share your experiences, and to look for new solutions.

An important point of the Forum is the gala of the Economic Award of the Lodzkie Region "Biznes na PLUS".

The best review for the Forum, organized each year, is the large attendance. Each edition attracts thousands of participants. Thanking you for your presence and commitment, we cordially invite you to the next edition of the European Economic Forum - Lodzkie 2021!

The 2021 edition gives space for the exchange of ideas in the fields related to innovation in the elderly care, inviting SilverStar Challengers for the European regions. Within the network of "Innovation ecosystem for smart elderly care" I-CARE-SMART (CE1516), project implemented under the Interreg Central Europe Program, two panel sessions have been planned.

The detailed programme you will find below:



DAY III

29 of October 2021 /Friday/

Thematic block II

ECONOMY AND SOCIETY

10.00 – 11.00	Registration of participants
Panel session	
<p>PANEL 2</p> <p>INNOVATIONS IN THE CARE AND SUPPORT OF INDEPENDENCE OF THE ELDERLY</p> <p>#LODZKIE_SUPPORTS_SENIORS</p> <p>Hybrid session, with the participation of the partners of the I-CARE-SMART project, in English (simultaneous translation into Polish). The project entitled “Innovation ecosystem for smart elderly care” I-CARE-SMART (CE1516), implemented under the Interreg Central Europe Program, co-financed by the European Regional Development Fund in 85%.</p>	
11.00 – 12.00	<p>Moderator:</p> <p>dr Ewa Gabryelak, Marshal’s Office of the Lodzkie Region</p>
	<p>Speakers:</p> <ul style="list-style-type: none"> • Barbara Mazzarino, Si4Life, Italy • Kerstin Löffler, Stadt Graz, Valentina Pettinger, NOWA, Austria • Garbiela Figas, VRneck SOLUTION, Medical University of Lodz, Poland • Anita Horvath, Zoltan Kiss, Ujbuda, Hungary

Description:

Older people are an important social group that is often neglected in the context of innovation. There is a great demand for solutions that raise the standard of senior care - meeting these needs - as basic needs should be a priority. Seniors are a growing group of clients. A study by Technopolis Group and Oxford Economics indicates that by 2025 the silver economy will amount to over EUR 5.7 trillion. Silver economy includes, among others, providing and modifying products tailored to the needs of seniors, appreciating the elderly as active market participants. It is also a series of activities addressed not only to the elderly, but also to institutions and organizations whose clients are seniors.

The silver economy sector has great potential for business development in connection with the modern technology industry. Existing solutions, such as electronic patient data interchange, e-health, life-function wristbands and fall sensors, and rehabilitation equipment do not completely improve the quality of life of older people and meet all their health needs. It is possible to use modern technologies and successfully implement solutions that facilitate the lives of older people, while improving their efficiency or ensuring a sense of security. Innovations implemented and tested in day homes or nursing

homes allow for motor activation and stimulation of the brain through the use of virtual reality (VR) or augmented reality.

The panel will be attended by representatives of companies and organizations from European countries, creating innovative & smart solutions dedicated to improving the quality of life of older people. The presented ideas were selected as part of the international SilverStar Challenge competition addressed to innovators from Austria, Czech Republic, Slovakia, Poland, Hungary, and Italy in the project "Innovative ecosystem for smart elderly care" I-CARE-SMART (Interreg Central Europe).

Invited guests will present planned and implemented solutions, tested together with users, and will share their experience in creating innovations dedicated to the elderly. During the panel, the invited guests will present innovative services and products supporting the independence and activity of seniors, improving their safety in everyday life.

The panel will also be an opportunity to discuss possible pilot solutions and exchange international experiences.

Practical information:

Hybrid for of the session, using zoom communication tools, with English as a working language, with simultaneous translation Polish/English.

Moderator, keynote speaker and Polish partner present physically in the conference facility and the international speakers joining on-line. Presentations 5-7 minutes per partner.

Session open for participation of the I-CARE-SMART project partners, region's stakeholders, professionals, members of the regional Taks4s in the partner countries.

The conference room for the approx. 150 persons in public, with the participation of the moderator and speakers from the panel 4: SOCIAL POLICY #LODZKIE_SUPPORTS_SENIORS.

ZOOM LINKS:

When: Oct 29, 2021 11:00 AM Warsaw

Topic: INNOWACJE W OPIECE I WSPARCIU SAMODZIELNOŚCI OSÓB STARSZYCH

#ŁÓDZKIE_WSPIERA_SENIORÓW

<https://zoom.us/j/91523715610?pwd=bFpWb2tLeDJ3UzgvZzVITEpHTXlwdz09>

Webinar ID: 915 2371 5610

Passcode: 221318



12.00 – 12.15	NETWORKING
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Panel session	
PANEL 4	
SOCIAL POLICY #LODZKIE_SUPPORTS_SENIORS	
Hybrid session, with the participation of the partners of the I-CARE-SMART project, in Polish (simultaneous translation into English). The project entitled “Innovative ecosystem for smart elderly care” I-CARE-SMART (CE1516), implemented under the Interreg Central Europe Program, co-financed by the European Regional Development Fund in 85%.	
12.15 – 13.15	Moderator: Zofia Szymańska , Marshal’s Office of the Lodzkie Region
	Speakers: <ul style="list-style-type: none"> • Magdalena Błaszczyk, Regional Center for Social Policy in Lodz • Robert Biegański, BRAWO R. Biegański, K. Biegańska • Maria Barbara Chomicz, Opoczno Powiat • Monika Wolak, Technology Incubator, Technical University of Lodz

Description:

During the panel, activities implemented in the Lodzkie Region aimed at helping the elderly will be presented. A modern approach to the support system for people with disabilities and seniors assumes a departure from institutionalized forms of care in favor of supporting independence and organization of a social support network in their place of residence. Changing the way of thinking about the support of an elderly person, taking into account their needs and the possibility of functioning independently as long as possible, has its own economic (lower costs of organized care) and social reasons (due to the preferences of senior clients).

Creating conditions for the development of social services and activities aimed at creating tools available for caregivers of the elderly allow the implementation of innovative solutions and ensuring the safety of seniors. The expectations of the elderly, as an important group of consumers, concern, among others, spatial accessibility and adaptation of the place of residence to the state of health, or the availability of health services. The elderly are more likely than other groups to have health problems and require support, as is access to the care system. Activating the elderly means not only providing an offer of spending free time, sports and rehabilitation activities or a cultural offer, e.g. as part of the Universities of the Third Age.

An important element of the ecosystem created in the Lodzkie Region is the involvement of representatives of various industries in the co-creation of adequate support tools. Such an offer may also contribute to the development of innovation in the Lodzkie Region, at the same time giving the

opportunity to develop companies operating in the IT sector and cooperating with the medical and care sector, or with social assistance entities.

Therefore, following the entrepreneurial discovery, the Lodzkie Region engages groups of entrepreneurs, representatives of the world of science, business environment institutions and local governments in order to develop the best solutions for the inhabitants of the region.

Practical information:

Hybrid form of the session, using zoom communication tools, with Polish as a working language, with simultaneous translation Polish/English. Session open for participation of the I-CARE-SMART project partners, region's stakeholders, professionals, members of the regional Taks4s in the partner countries.

The conference room for the approx. 150 persons in public. Physical presence of the moderator and the invited speakers.

ZOOM LINKS:

When: Oct 29, 2021 12:00 PM Warsaw

Topic: POLITYKA SPOŁECZNA #ŁÓDZKIE_WSPIERA_SENIORÓW

<https://zoom.us/j/97247053657?pwd=SGRoWkdGZmU1di9hRnhiMGVDb2dMUT09>

Webinar ID: 972 4705 3657

Passcode: 536063

13.15 – 14.00	LUNCH
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