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## D9.14 – Report about the Midterm Seminar

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Authors and institution	Kristiina Jokinen AIST/AIRC	
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e-VITA – European-Japanese Virtual Coach for Smart Ageing

e-VITA (EU PROJECT NUMBER 101016453)

Work-package 9 – Dissemination & Exploitation

**D9.14 Report on the intermediate conference**

Editors: Kristiina Jokinen (AIRC)

Work-package leader: IMT, MISAWA

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2021-2023 Participants in project e-VITA

## Executive Summary

This document is a report of the e-VITA Midterm Conference that was organised online on July 14-15 2022, and hosted by AIST. The conference was a successful two-day event with four invited speakers, twelve other speakers, a demonstration of the e-VITA coach and a presentation of preliminary results of the Wave1 experiments. The conference had 160 registered participants, and the presentations were interpreted between Japanese and English.

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## 1 Purpose of the midterm conference

The e-VITA project has an elaborated dissemination plan which is to support the main objectives of WP9: to develop the basis for exploitation of the project results within the project's business strategy and IPR framework, and to build and manage a community for the project by establishing a network for dissemination of the scientific results and conducting communication activities in Europe and Japan. The secondary objective of WP9 is to disseminate the idea of active and healthy ageing and smart living to the primary end users and secondary stakeholders, and thus be able to generate an impact for research projects in the public and scientific communities in Europe and Japan.

To support these goals, the project plan includes two workshops in the project's life-time: an intermediate or mid-term conference in Japan at M18, and a final conference in Europe at M36. The intermediate conference was agreed to be organized in Tokyo by AIST, and the final conference will be organized in Paris by IMT. The purpose of the Midterm Conference was to disseminate the results from Living Labs and the small pilot, and also to receive feedback on the achievements in the half-way of the project's life-span, so as to be able to effectively plan and structure the rest of the project for the development, sophistication and testing of the project's final results in Europe and Japan.

Moreover, the goal of the Midterm seminar was to strengthen international cooperation and synergies with other EU and Japanese funded projects as well as to liaise with relevant initiatives in both continents, such as the European Innovation Partnership on Active and Healthy Ageing and the Silver Economy Strategy. The target number of participants was set to 100, and as it turns out we well achieved this target by attracting 44 registered participants from Japan, 71 registered participants from Europe. Moreover, the seminar was attended by 4 invited speakers, 6 representatives to give opening greetings, 8 project related speakers, and about 40 consortium members and technical assistance and interpreters. Altogether we have about 165 participants.

## 2 Practicalities

### 2.1 Organization

The Midterm conference was organized in Tokyo and originally it was meant to be an in-person conference at the AIRC premises at Tokyo Waterfront, combined with the Consortium Meeting and the project's half-term evaluation. Due to the COVID situation, the organizers decided to go for an on-line mode. The conference was hope was to

The main organizer of the Midterm Conference was AIST and the two AIST Research Centers, AIRC and HARC but it was organized in collaboration with the whole project and in particular with the supporting organizations Misawa Homes Institute and Research and Development and Tohoku University in Japan, and AGE Platform Europe and University of Siegen in Europe.

### 2.2 Tasks

- **Programme**

The programme was developed together with the partners who suggested invited speakers and selected the themes

- **Interpretation services**

The interpretation was outsourced. Offers were received and the company Scientific Language was selected. Tohoku University took care of the practical issues. Scientific Language which provided excellent service.

- **Zoom hosting**

We used AIRC webinar system was used.

- **Recordings**

Recordings of the seminar was made only for the internal use and permission from the speakers, interpreters, and audience was asked in advance and in each of the sessions.

- **Slides**

The speakers' slides were collected in advance so the interpreters could familiarize themselves with the topics. Also, scripts of the chair speeches were produced to support good quality interpretation. The slides and the scripts are stored in the project MTeams files. They are not generally distributed to the audience but in case of requests, the permission will be asked from the speaker.

- **Material production**

- Programme and invited talk abstracts – exist
- Instructions for the presenters (KJ draft)
- Instructions for the participants (KJ draft)
- Speaker slides (-> consent from the presenters)

## 2.3 Time-schedule for materials

- **Slides**
  - Presenter slides to us: July 1 (CET time – Saturday in JST)
  - Presenter slides to translation company/interpreters: July 8, by 5pm JST time (Friday morning CET)
  - Translated presenter slides: July 11, by 5pm JST time
- **Other conference material**
  - Instructions ready: July 7 by 5pm JST time (after Consortium Meeting approved)
  - Other conference material to translation company: July 8 (JST time)
  - Other conference material back to us: July 11, by 5pm JST time
- **Final conference material**
  - To the audience July 12 JST time, including
    - Final programme
    - Instructions how to join zoom
    - Presenter abstracts – we will not share slides with the audience (if someone asks for this, we need to specifically ask the presenter to give a permission for this)
- **Email sending**
  - Company BIKO – AIRC will take care
- **Promotion schedule**
  - To be sent not only to registered participants but to mailing lists etc.
  - All members please cooperate in promoting the seminar and share the info with your colleagues, friends, mailing lists, social media etc.
  - 1<sup>st</sup> advert: Week starting June 13
  - 2<sup>nd</sup> advert: Week starting June 27
  - 3<sup>rd</sup> advert: Week starting July 11 – instructions how to join
  - Final reminder July 13 – full information
- Tweets during the seminar about the ongoing seminar

## 2.4 Technical setup

The conference used AIST webinar system which is similar to the zoom system but allows different types of participants to attend the conference (panellists and audience). Instructions of how to use the system were sent to the registered participants and to the speakers separately. The sending of the mail was enabled by an external company BIKO to take care of the privacy issues with large mailing lists. We also created a google-group for the participants to contact the organisers for technical questions. There was designated time for the speakers to connect to the system and try out that it works with their slides.

The system also allowed simultaneous interpretation which the participants could choose from the panel at the bottom of the screen.

In general, everything went smoothly.

## 2.5 Simultaneous interpretation

The interpretation was outsourced. Offers were received and the company Scientific Language was selected. Tohoku University took care of the practical issues. Scientific Language which provided excellent service.

## 2.6 Website and advertisement

The conference website is

[MidTerm conference - e-VITA Virtual coach](#)

Advertisement was taken care of by AGE, and all the partners by tweets, messages to mailing lists and private messages to colleagues.

# 3 Conference setup

## 3.1 Themes of the conference

According to the WHO, populations around the world are ageing at a faster pace than in the past and this demographic transition will have an impact on almost all aspects of society. If we want older people to remain independent, able to do what they value the most and continue to be part of society, this historically significant change in the global population requires adaptations to the way societies are structured across all sectors. This conference provides new concepts of prevention, care and smart living solutions to support human-based care and wellbeing in later life by means of smart technology for community-dwelling older adults in Europe and Japan. A solution is presented here by the e-VITA project and its research on smart living solutions for care for older people and active ageing. The proposed project builds on socio-technology excellence of "Made in Europe" and the excellence of technology "Made in Japan", by combining the most advanced partners and expertise from both areas, and by following the concepts from Society 5.0 (Japan) and Digital Europe (EU).

As a consequence, the conference will set the pace for international cooperation between Europe and Japan, and following a strong business case for such services in Europe, Japan, and worldwide. Of course, this case will encourage the emergence of a whole value chain starting from smart living vendors, via SMEs and R&D centres for trustworthy AI, to industrial operators and communities and care stakeholders.

### 3.1.1 The SESSION 1 – Knowledge-aware Conversational AI for Virtual Coaching of community-dwelling older adults

14 July 2022 (9.00 – 11.00 CET / 16.00 – 18.00 JST)

The technical part of the e-VITA project focuses on key-technologies related to Conversational AI, knowledge graphs, and sensor technology, and on the implementation of the models so they can be used by various interface agents. Moreover, the integration of the technologies and devices for the e-VITA coach concerns standardization and ethical issues in order to address important issues of data sharing, infrastructure, and seamless operation of the modules.

This section of the e-VITA seminar will explore the technologies in more detail and especially focus on their application to the e-VITA domain specific use cases and to relevant other AI applications. The talks will be given by renowned keynote speakers and the e-VITA project partners.

**The session will answer these questions:**

1. What is knowledge-aware Conversational AI?
2. How to address interaction issues in the specific e-VITA domain
3. What kind of standardization and ethical issues are involved?

**Expected audience:**

1. Technology developers
2. Content experts
3. Industry

### 3.1.2 The SESSION 2 – ICT support for Aging well and good Health

14 July 2022 (11.10 – 13.00 CET / 18.10 – 20.00 JST)

In the area of health and soon also in the ageing sector, digitalization is starting. The goal will be personalized medicine and personalized care. Our project e-VITA is developing a virtual coach for people and laying a foundation for future personalized care. This fits very well with the concept of an AI-ready society, the Society 5.0. It is based on the collection of data from sensors in the physical world which is then analysed by AI and which results in advice given back to the real world. This will help to optimize and personalize the medical care and enable a personalized advice or personalized care strategy for ageing.

**The session will answer these questions:**

1. where and how can ICT help for ageing better and healthier?
2. how do ICT tools have to be designed to function better for ageing and health?
3. stakeholder wishes and expectations towards ICT tools and equipment in ageing and health?

**Expected audience:**

1. ICT device and software companies
2. medical device and equipment makers
3. health care and care providers and hospital industry

### 3.1.3 The SESSION 3 – Policy perspectives to support ageing well in Europe and Japan

15 July 2022 (9.00 – 11.00 CET / 16.00 – 18.00 JST)

In a rapidly digitalizing society, equal opportunities to access and use digital technology are essential for social inclusion and participation. However, older people are often highly stereotyped regarding their abilities to use – and learn how to use – digital technology. The session will address the different barriers to the adoption of technology and come up with recommendations to address this burning issue.

**The session will answer these questions:**

1. Is age the only factor that explains why users are not using digital innovation?
2. What are the barriers to the adoption and use of digital technology?
4. What can we do to overcome these barriers?

**Expected audience:**

1. Policy and decision makers
2. Researchers and innovators
3. Digital device manufacturers

### 3.1.4 The SESSION 4 – Exploitation – silver economy and market

15 July 2022 (11.10 – 13.00 CET / 18.10 – 20.00 JST)

In order for e-VITA coach to become a familiar part of the daily lives of older adults in Japan and Europe in the near future, it is important to analyse the lifestyles and markets of the older potential consumers and explore how it can be delivered to them. In fact, it is said that businesses targeting the older adults are unlikely to succeed that they start with a mass of market, such as by dividing them into generations. So how exactly should you go with this?

In this session, we will unravel the answers from the market and business perspectives.

**The session will answer these questions:**

1. How should we catch the older adults market?
2. What is important to get the market for the older public?
3. What are the challenges of entering the senior business?

**Expected audience:**

1. investment companies
2. insurance companies
3. entrepreneur

## 3.2 Agenda of the conference

See website: [MidTerm conference - e-VITA Virtual coach](#)

 <b>MIDTERM CONFERENCE PROGRAM</b>	
<b>DAY 1 - 14 JULY 2022</b>	
09:00 / 16:00	<b>WELCOME AND INTRODUCTORY REMARKS</b> Junichi Tsujii, <i>Director of AIRC, Volker Wulf, University of Siegen</i> and Yasuyuki Taki <i>University of Tohoku</i> . Chair : Kristiina Jokinen, <i>AIRC</i>
09:15 / 16:15	<b>SESSION 1 - KNOWLEDGE-AWARE CONVERSATIONAL AI FOR VIRTUAL COACHING OF COMMUNITY-DWELLING OLDER ADULTS</b> Chair: Kristiina Jokinen, <i>AIRC</i> <b>LANGUAGE-BASED HUMAN-AI COOPERATION IN SPECIALIZED DOMAINS</b> Irina Gurewycz, <i>UKP Lab, Technical University of Darmstadt</i>
09:45 / 16:45	DISCUSSION
09:55 / 16:55	COFFEE BREAK
10:00 / 17:00	<b>CONVERSATIONAL COACHING TO IMPROVE THE WELL-BEING OF THE OLDER ADULTS</b> Maria Ines Torres, <i>University of Basque Country</i>
10:15 / 17:15	<b>SERVICE ROBOTS AND STANDARDISATION</b> Koji Kamei, <i>Shibaura Institute of Technology</i>
10:30 / 17:30	<b>INTEGRATING HUMAN ACTIVITY KNOWLEDGE INTO AI TECHNOLOGY FOR OLDER ADULTS SUPPORT</b> Ken Fukuda, <i>DKIRT, AIRC, AIST</i>
10:45 / 17:45	DISCUSSION
11:00 / 18:00	COFFEE BREAK
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11:10 / 18:10	<b>SESSION 2 - ICT SUPPORT FOR AGING WELL AND GOOD HEALTH</b> Chair : Asako Ohara, <i>MISAWA HOMES INSTITUTE OF RESEARCH AND DEVELOPMENT</i>
11:15 / 18:15	<b>JAPAN'S GOAL OF WELL-BEING AS AN AGING DEVELOPED COUNTRY?</b> Shino Sawaoka, <i>The Dia Foundation for Research on Ageing Societies</i>
11:45 / 18:45	DISCUSSION
11:55 / 18:55	COFFEE BREAK
12:00 / 19:00	<b>MEASUREMENT OF WELL-BEING IN THE LIVING ENVIRONMENT</b> Gian Marco Revel, <i>Universita Politecnica della Marche</i>
12:15 / 19:15	<b>VIRTUAL COACH APPLICATIONS IN MCI OLDER PEOPLE, THE H2020 VALUECARE EXPERIENCE</b> Oscar Zanutto, <i>UNIVPM</i>
12:30 / 19:30	<b>PERSON-CENTRED, ROBOTICS-AIDED CARE SYSTEM: WHY A SOCIO-ECOLOGICAL APPROACH MATTERS ?</b> Naonori Kodate, <i>University College Dublin</i>
12:45 / 19:45	DISCUSSION
13:00 / 20:00	BREAK
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13:05 / 20:05	<b>DEMONSTRATION OF E-VITA COACH PROTOTYPE</b> AIST, ENG, InfAI
13:20 / 20:20	<b>CLOSING</b> Rainer Wieching, <i>University of Siegen</i> and Toshimi Ogawa, <i>University of Tohoku</i>

Figure 1 Day 1 Programme

**DAY 2 - 15 JULY 2022**

09:00 / 16:00	<b>WELCOME AND INTRODUCTORY REMARKS</b> Masaaki Mochimaru, Director of HARC, Toshimi Ogawa, <i>University of Tohoku</i> , Rainer Wieching, <i>University of Siegen</i> . Chair : Keiko Homma, <i>HARC</i>
09:15 / 16:15	<b>SESSION 3 - POLICY PERSPECTIVES TO SUPPORT AGEING WELL IN EUROPE AND JAPAN</b> Chair: Eiko Takano, <i>NCGG</i> <b>POLICY MEASURES TO ADDRESS AGEISM AS A BARRIER TO ADOPTION AND USE OF DIGITAL TECHNOLOGY</b> Hanna Köttl, <i>AGE Platform Europe</i> DISCUSSION
09:45 / 16:45	COFFEE BREAK
09:55 / 16:55	<b>INCLUSIVE CO-CREATION WITH OLDER ADULTS</b> Ruben Albers, <i>University of Siegen</i>
10:00 / 17:00	<b>LIVING LAB IMPRESSION FROM JAPANESE END USERS</b> Ryan Browne, <i>University of Tohoku</i>
10:15 / 17:15	<b>AGEING, DIGITAL INCLUSION AND THE DIGITAL DIVIDE'</b> Malcolm Fisk, <i>De Montfort University</i>
10:30 / 17:30	DISCUSSION
10:45 / 17:45	COFFEE BREAK
11:00 / 18:00	
11:10 / 18:10	<b>SESSION 4 - EXPLOITATION - SILVER ECONOMY AND MARKET</b> Chair : Toshimi Ogawa, <i>University of Tohoku</i>
11:15 / 18:15	<b>MARKET RESEARCH ISSUES AND MARKETING DATA VERSATILITY = FACTS FROM RARECREW'S MARKET RESEARCH TARGETING OLDER PEOPLE</b> Naoyuki Fukuzumi, <i>RARECREW Corporation</i>
11:45 / 18:45	DISCUSSION
11:55 / 18:55	COFFEE BREAK
12:00 / 19:00	<b>SILVER MARKETING</b> Shuji Nishizaki, <i>Gatebox</i>
12:15 / 19:15	<b>DIGITAL HEALTH LITERACY IN EUROPE - INTRODUCTION OF A NEW TOOLSET FOR THE WORK OF A GERMAN HEALTH INSURANCE</b> Kai Kolpatzik, <i>AOK-Bundesverband</i>
12:30 / 19:30	<b>DEVELOPMENT OF INTERGENERATIONAL, ITERATIVE AND REWARDING APPS AND VIDEOGAMES FOR EARLY PREVENTION AT OLDER AGES</b> Gerard Cornet, <i>Institut Universitaire de Gerontologie YM</i>
12:45 / 19:45	DISCUSSION
13:00 / 20:00	BREAK
13:05 / 20:05	<b>EXPERIMENTAL RESULTS OF WAVE 1</b> INRCA, <i>University of Tohoku</i>
13:20 / 20:20	<b>CLOSING</b> Toshimi Ogawa, <i>University of Tohoku</i> , Rainer Wieching, <i>University of Siegen</i> Kristiina Jokinen, <i>AIRC</i>

Figure 2 Day2 Programme.

### 3.3 Feedback and reflections

The conference was expected to support the uptake of the combined smart living and coaching technology, international standards for interoperability, and the interest of the health care institutions, local communities, policy builders, and also care industry for commercialization in Europe and Japan. At the same time, attention was directed to both the scientific community and for the general public.

The conference provided interesting results for important stakeholders at different levels (e.g., health systems, patient associations, community services, policy builders, health insurances, companies, SMES and NPOs), and created lively discussion among the participants. Such exchange of ideas is extremely valuable for the next phase of the project towards the final coaching system, and in guiding the goals of the project in more concrete aspects. The conference also fostered international cooperation between Europe and Japan, in the field of smart technology for ageing well of community-dwelling older adults.

A follow-up of the conference will be the final seminar which will be held in Paris in 2023. The organisers also discussed about a possible publication of the results of the conference but it was considered not feasible since the publication (e.g. in Springer) would require major work in launching a call for papers, organising peer-reviews of the submissions, and editing the final proceedings. Instead, it was considered that this Deliverable will provide the necessary information of the organisation of the conference.

## 4 Conclusion

This document has described the e-VITA Midterm Conference, its organisation and setup, and also reflected on its importance with respect to the objectives set for the dissemination of the project results. It can be said that the Conference was success, with excellent invited talks, interesting project related presentations, and lively discussions that support and guide the plans of the project towards its final phase.