



active life  
VILLAGE LTD

ActAge (Active Aging)  
the China - Finland ICT enabled aging care  
research and business development

Sino-Finland ICT Alliance Workshop  
9 March 2012

Olli Nuuttila, Active Life Village Ltd

# ActAge

## 中芬社区公共卫生服务信息化国际合作

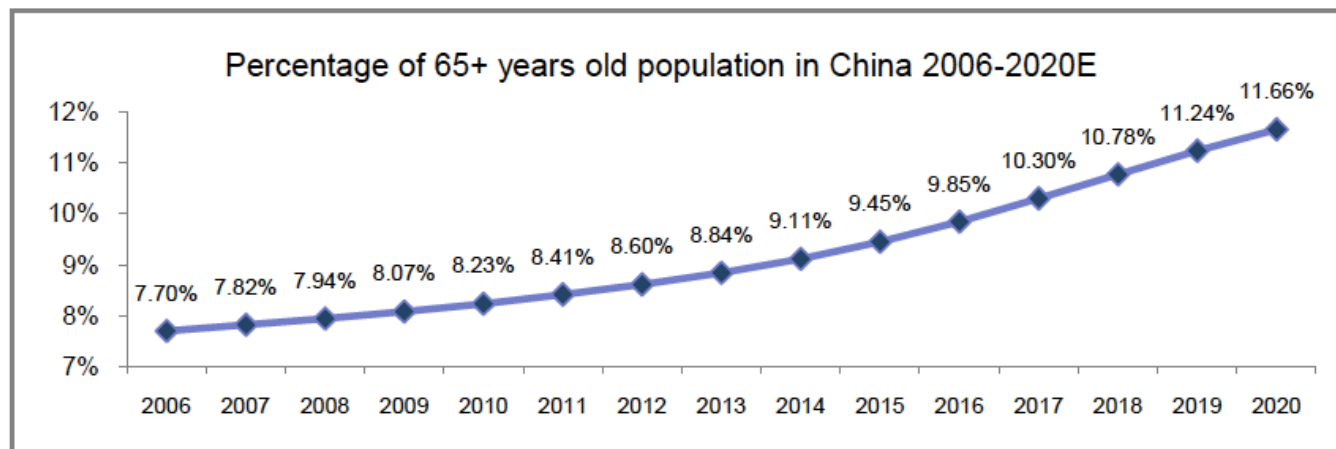
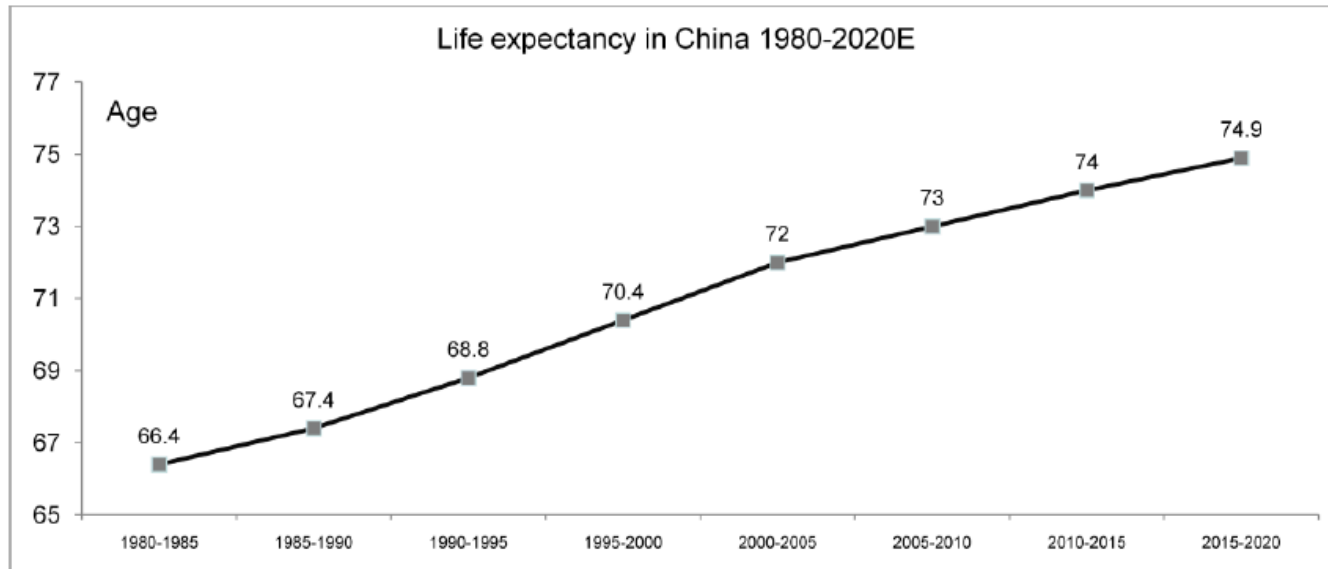


MOU 签订

2010年10月14日世博会芬兰馆

Finnish Pavillion on Oct 14, 2010

# China is an aging country



Source: Tekes / Frost & Sullivan: China Healthcare Policy Study, 2011

# *"ActiveAging"*

## 积极养老

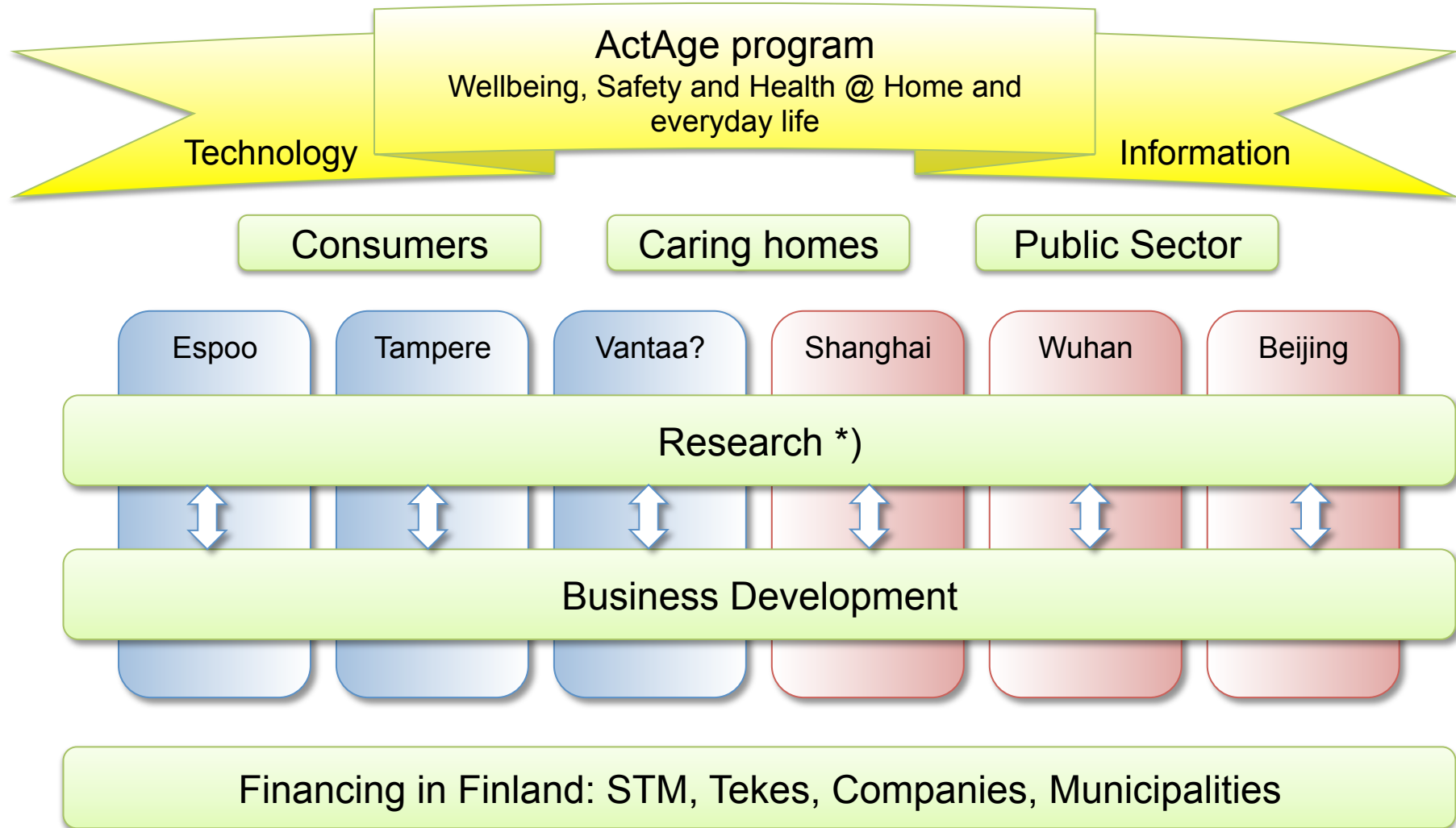
A **joint development, piloting and research** initiative between Chinese and Finnish partners aiming at creating, studying and validating **new** information and communication technology (ICT) enabled **service concepts and solutions** for the rapidly **aging population** in China, in Finland and in other countries.

一个领先创新研究的中国-芬兰合作项目，旨在针对中国，芬兰和其他国家的高速老年化人口创新，研究和应用新的信息通信技术服务概念和解决方案。



ActAge will improve the knowledge and services both in Finland and China





\*) Service and Business Models, Wellbeing Impact, Financial Impact by Aalto, Laurea, and Chinese universities

**”Active Life Home”** concept fulfills the elements required by senior citizens to live at home safely

“活跃家庭生活”符合老年人居家养老的需求



Physical home  
security  
家庭安全



Physiological  
monitoring,  
alarm and help  
生理情况监测,  
预警与帮助



Social needs  
社交需求



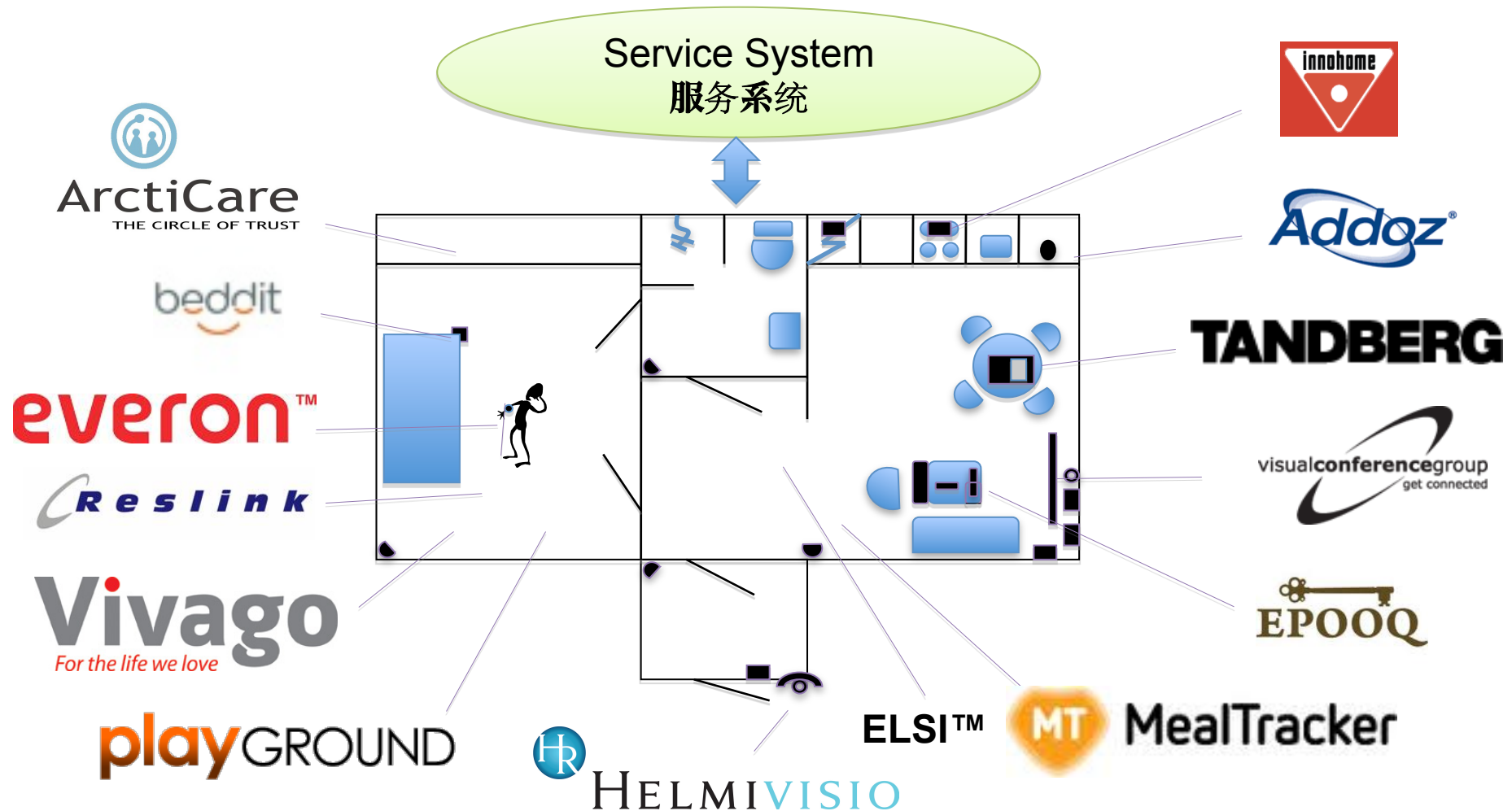
Services  
各类服务





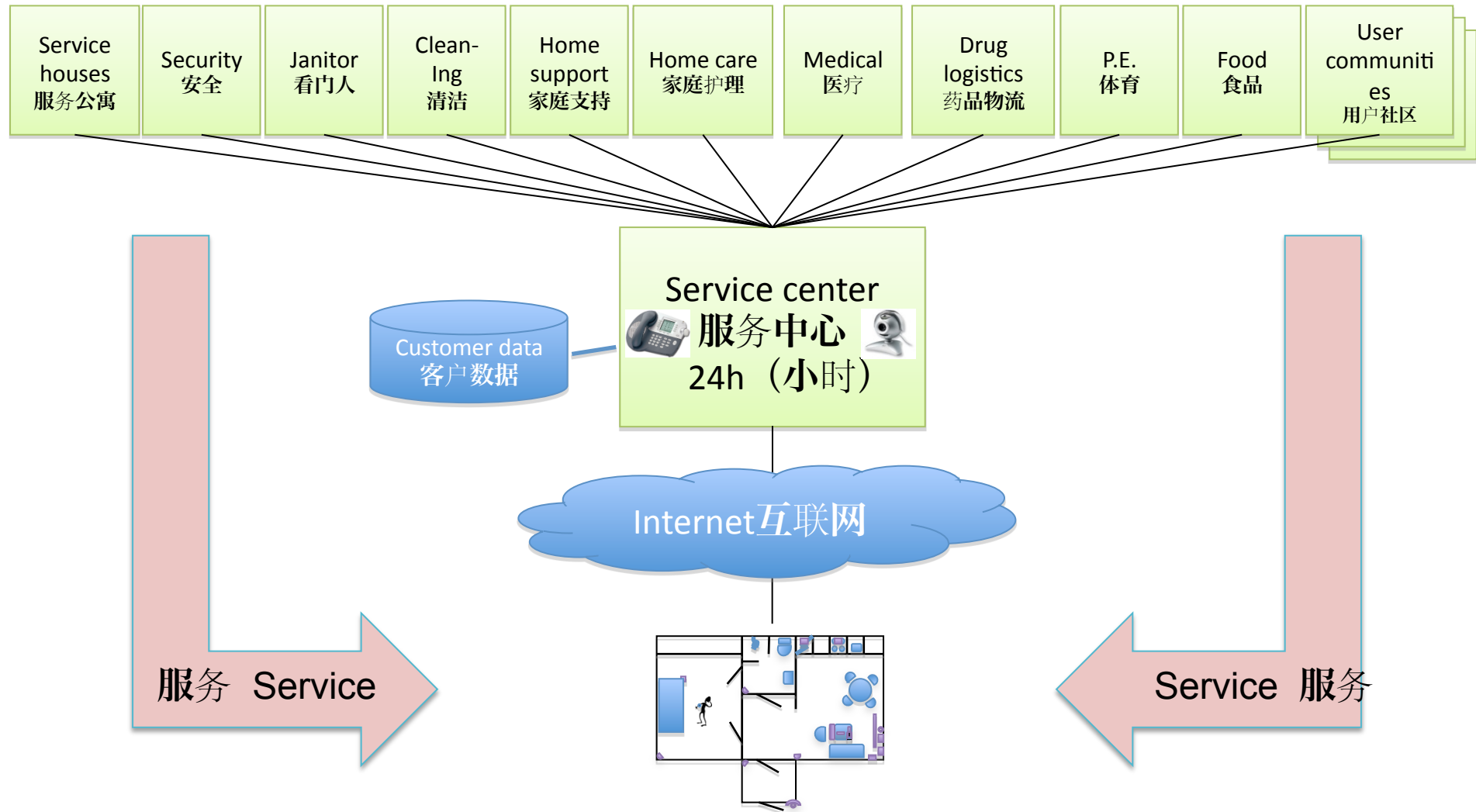
”Active Life Home” connects the digital communications and security services at home to the service ecosystem

“活跃家庭生活”在家把数字通信和安全服务连接到服务生态系统上



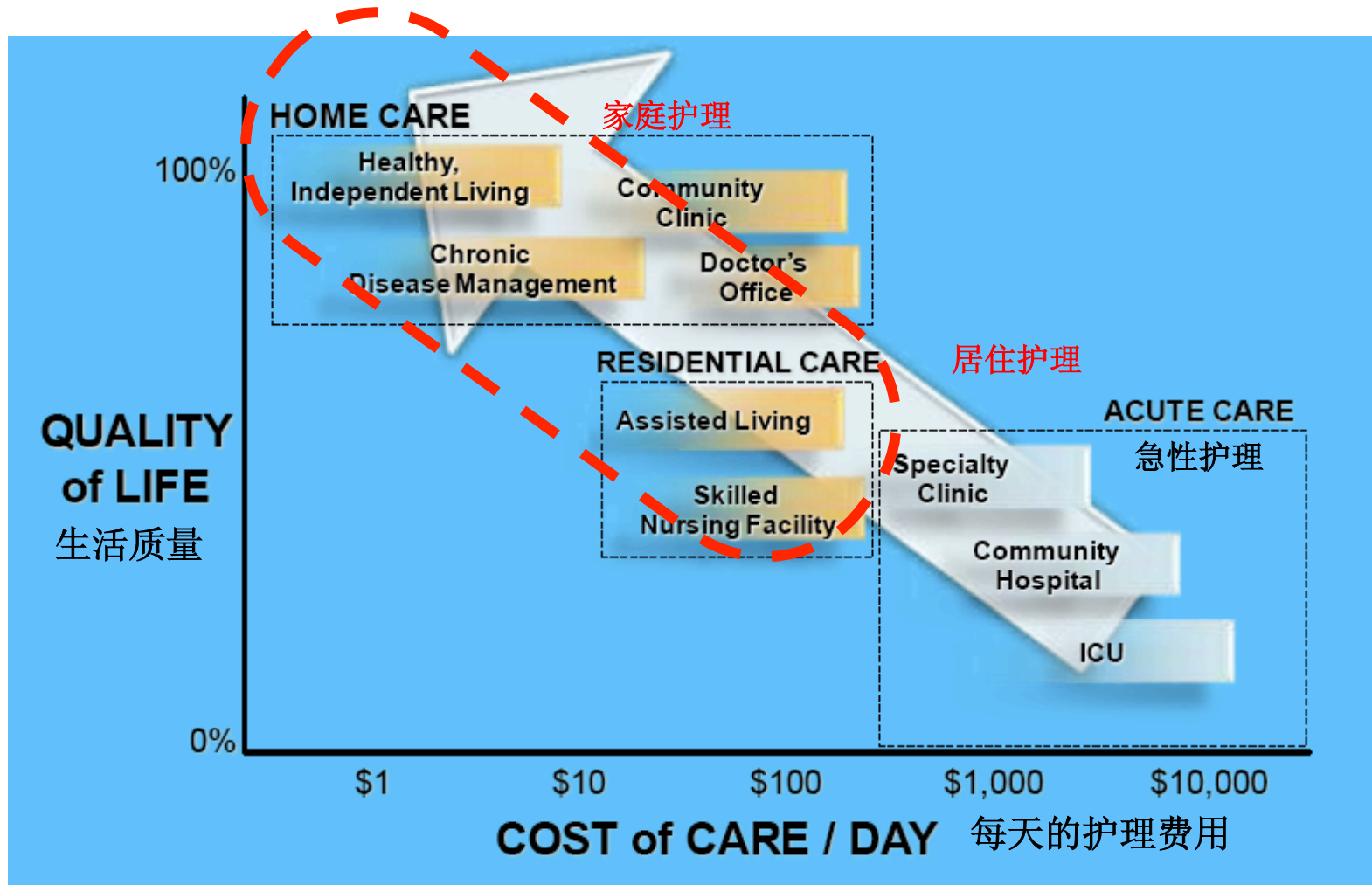


# Active Life Home is a basis for Service System to support independent living 积极生活家庭是以服务系统为基础来支持独立生活



# Better Care - Better Life: Position of Active Life Village

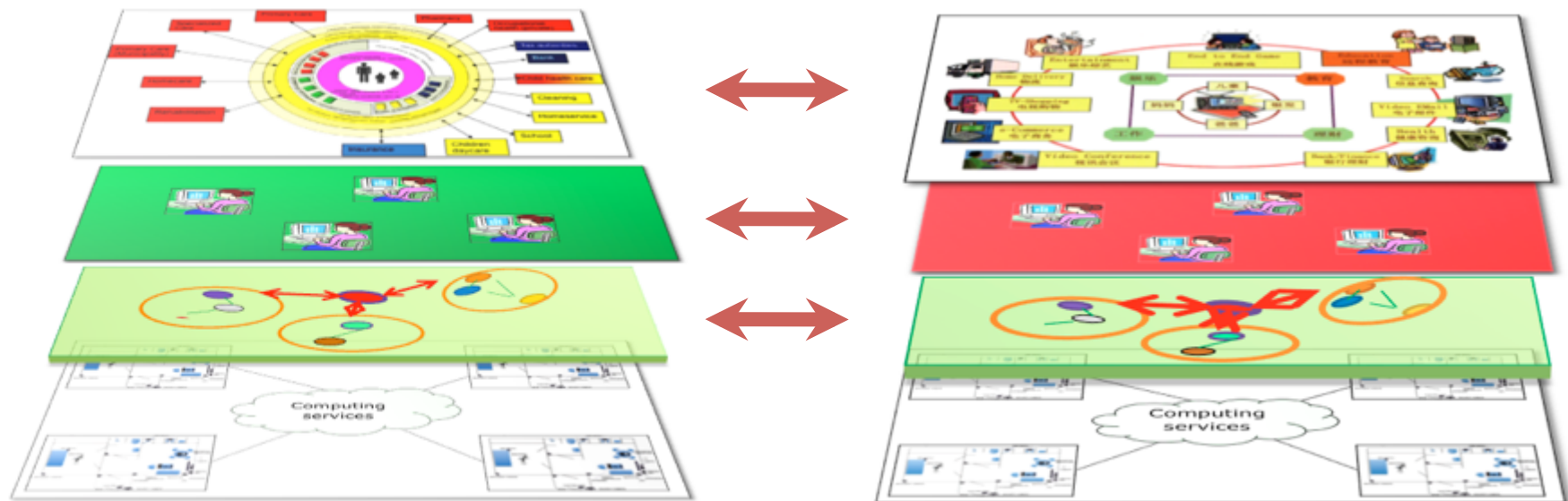
## 护理-让生活更美好：积极生活村的地位(定位)



Source: GUARANTEE ITEA 080118

Enabling joint aging care research and innovation by bridging nodes  
in Finland and in China

链接中芬两国，促进在老龄护理的科研创新方面的合作

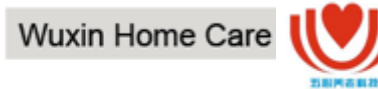
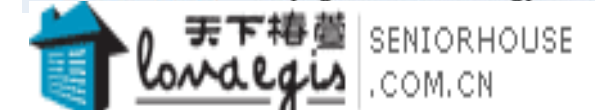
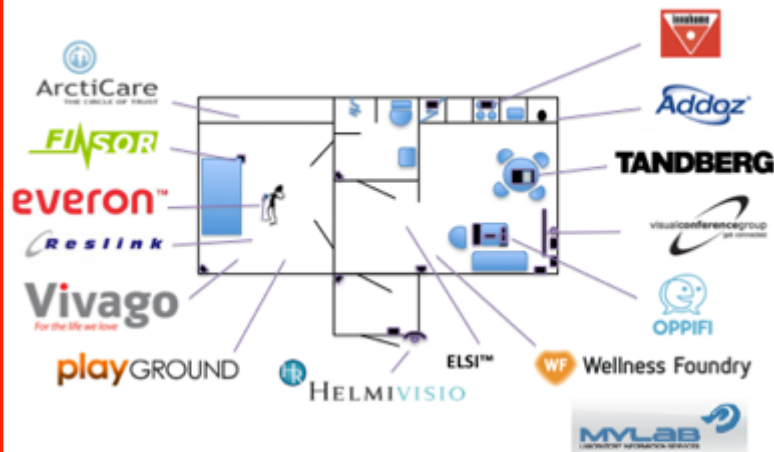


# ActAge Collaboration

## 积极养老合作



MINISTRY OF SOCIAL AFFAIRS AND HEALTH



Wuhan / Wuchang town



# Objectives

- To provide new **commercialization opportunities** for Finnish high –tech wellbeing companies to China elderly care market.
- To open possibilities for **addressing the Finnish (and global) markets**.
- To jointly develop unified **standards** for elderly care market? Technology?
- To create new **business models** for elderly care market.
- To promote Sino-Finland joint high-tech **Service Design Development** to find new innovative elderly care solutions to global markets.
- To start Service Design & Innovation and Service Interaction research project between Finnish and Chinese universities to **create new knowledge**.
- To develop **new know-how and solutions for Finnish Aging Care industry** that promotes more cost effective care solutions for public and private sectors.
- To promote **knowledge and education exchange** between Finland and China
- To find **more cost-effective production solution** for Finnish high-tech wellbeing companies.



# ActAge: Active Life Village Ltd & Wuxin MoU, with key partners and supporting organizations



## China - Finland Joint Research and Development Cooperation in ICT based Aging Care Signing Ceremony 17.8.2011

中芬居家养老信息化服务研究与开发国际合作签约仪式  
2011年8月17日

**Signed by:**  
Active Life Village Ltd  
Wuhan Wuxin Hi-tech Homecare co., Ltd

**项目签约方:**  
艾斯堡市积极生活有限责任公司  
武汉市五心养老科技服务有限公司

**Participants**  
Aalto University  
Laurea University of Applied Sciences  
Active Life Village Ltd  
Wuhan University  
Wuhan Wuxin Hi-tech Homecare co. Ltd

**项目参与单位:**  
芬兰 Aalto 大学  
劳莱亚理工学院  
艾斯堡市积极生活有限责任公司  
中国武汉大学  
武汉市五心养老科技服务有限公司

**Supported by**  
Ministry of Social Affairs and Health  
City of Espoo  
Tekes - The Finnish Funding Agency for  
Technology and Innovation  
China Hubei Provincial Science &  
Technology Department  
China Hubei Federation of Returned  
Overseas Chinese  
Wuhan Eastlake Hi-tech Development Zone

**项目支持方:**  
芬兰健康与社会事务部  
艾斯堡市政府  
芬兰国家技术创新局  
中华人民共和国湖北省科学技术厅  
湖北省华侨联合会  
武汉东湖高新技术开发区



谢谢!

Kiitos!