



Brussels, 20 May 2024

Pharaon: Pilots for Healthy and Active Ageing

“A Digital Future for Healthy Ageing” - Join Pharaon final conference on 26th June.

Using digital technology for healthy ageing is not new. But ensuring that it addresses the many aspects of ageing well and can be easily tailored to individual needs is a major step forward. This step has been made by the large-scale EU-funded Pharaon project, following four years of collaboration with 41 partners active in a variety of sectors and covering 12 European countries.

The solutions developed by Pharaon aim to provide support for Europe’s ageing population by integrating a range of digital services, devices, and tools into open platforms that can be readily deployed to provide personalised and optimised health care delivery. Based on a user-centric approach, the project’s prime objective is to maintain the dignity of older adults and enhance their independence, safety, and capabilities.

With an investment of about 21 million Euro, Pharaon has the ambition to make a significant contribution to the European Union’s agenda on Active and Healthy Ageing.

Don’t miss out on the final conference of the project!

Join the conference organised in conjunction with [ForItAAL](#) and you will have a unique opportunity to learn more about the Pharaon pilot results and lessons learnt, the impact of the project, and synergies with other European initiatives. You will also have the chance to engage with policy makers and Pharaon project partners.

- **When?** on 26th June
- **Where?** in presence in Florence, Italy and live streamed online.
- **Who should join?** Health and social care professionals, the scientific community, industry representatives, health and social care authorities, older persons, caregivers, and the general public with an interest in smart and healthy ageing.
- **How to register?** In filling [this registration form](#). The deadline for in-person attendance is one week before the event, and until the day of the event for online attendance.

[Read more on the event web page](#)

Want to know more about Pharaon?

Led by the University of Florence from December 2019 to November 2024, Pharaon partners included large, medium, and small enterprises, research organisations, universities, authorities in the field of health, public and private health service providers, social organisations, health institutes and standardisation bodies.



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857188



Pharaon has created a set of highly customizable interoperable open platforms, which integrated advanced services, devices and tools including IoT, artificial intelligence, robotics, cloud computing, smart wearables, big data and intelligent analytics. These solutions have been widely tested and validated, with the aim to respond to the needs of older adults and aim to enhance independence, safety and capabilities of people as they age.

The solutions have covered multiple aspects of healthy and active ageing, including socialisation and reducing loneliness, integrating care and monitoring health, as well as ensuring safe and comfortable environments.

Pharaon has tested the digital solutions in 6 different pilots in 5 countries: Italy, Spain (Murcia and Andalusia), the Netherlands, Slovenia, and Portugal.

[Visit Pharaon's website for more](#)

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