

Ensuring a digital future for healthy ageing – Pharaon’s final conference

The final conference of the EU-funded project Pharaon – Pilots for active and healthy ageing brought together a range of different stakeholders to discuss the role of integrated technology services in supporting healthy ageing in Europe... with an ethical and personalised approach at the forefront.

Pharaon - Pilots for Healthy and Active Ageing, has created a set of integrated and highly customizable technology solutions including advanced services, devices, and tools to foster healthy, active and independent living in an ageing Europe. These advanced technology services were tested in 6 pilot sites across five countries and more than 3 600 people were involved in different stages, like co-design, pre-validation and deployment.

The closing conference of the project “[A Digital Future for Healthy Ageing](#)” was successfully held on 26 June in Florence, Italy and online in conjunction with the 13° Forum Italian Ambient Assisted Living. About 100 participants – health and social care professionals, industry representatives, policy makers, researchers and representatives of older people - joined the event in-person and over 100 views were registered online.

The event provided the opportunity to

- learn more about the Pharaon pilot results and lessons learnt, the impact of the project, experiences from other large-scale pilots,
- connect with the different stakeholders,
- start discussion and exploitation of the project’s services.

“Care is a community responsibility.”

Serena Spinelli, Assessore Welfare Tuscany Region

Pharaon’s specificity lies in the integration of a wide range of services and tools, which include IoT, artificial intelligence, robotics, cloud computing, smart wearables, big data, and intelligent analytics. Considering the challenge of integrating such a diversity of platforms and technologies in multiple EU countries, Pharaon will be in the position to make a significant contribution to the EU’s agenda on active and healthy ageing.

More information

- [Read more in the conference report](#)
- [Visit Pharaon website](#)
- [Read Pharaon’s recommendations on action research](#)





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.

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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