



Grand Challenges: Answers from  
North Rhine-Westphalia  
**Transdisciplinary research  
in the area of active ageing**

28th October 2015, Brussels

## Invitation

Grand Challenges: Answers from North Rhine-Westphalia  
**Transdisciplinary research in the area of active ageing**

28th October 2015, Brussels

**11:45 am Welcome**

**12:00 pm Start**

### Rainer Steffens

Director of the Representation of the State of  
North Rhine-Westphalia to the European Union

### Svenja Schulze

Minister for Innovation, Science and Research  
of the State of North Rhine-Westphalia

### Dr Maria José Vidal-Ragout

Head of Unit, European Commission,  
DG Research & Innovation, Unit E4:  
Non-communicable diseases and the  
challenge of healthy ageing

Concept of “RIN – Regional Innovation  
Network – Healthy Ageing”

### Prof Dr Wolfgang Goetzke

HealthRegion CologneBonn e.V.  
Project-approach regarding “Ensuring primary  
medical care and nursing care in rural areas”

### Ursula Kriesten

Akademie Gesundheitswirtschaft und  
Senioren (AGewiS) Gummersbach

“Fortschrittskollegs – Wellbeing into old age”

### Prof Dr Susanne Zank

Universität zu Köln

Presentation of the dissertation “Smarter,  
Older, Better? Mobile health technologies  
for the elderly”

**Anna Schlomann and Katja von Storch**

Universität zu Köln

Collective Impact – A best practice example.  
Being effective together between politics,  
science and companions can be successful

**Christoph Zeckra**

Generali Zukunftsfonds

**1:30 pm Get-together and buffet**

The conference will be held in English.

## Registration

Please send us your registration via email to  
[event.nrw@lv-eu.nrw.de](mailto:event.nrw@lv-eu.nrw.de) by **21st October 2015**  
with the following information: Surname, First name,  
Organisation, Position, Address, Phone



## Transdisciplinary research in the area of active ageing

Against the background of an ageing population, tremendous demands are placed on the health and care sectors. In addition to improving prevention and safeguarding medical and nursing care, organisational and social innovations must also be fostered which enable above all elderly persons to remain active and independent and to participate in community life.

Like the EU, NRW's research strategy "Fortschritt NRW" highlights that interdisciplinary and transdisciplinary research approaches are needed in order to solve complex issues. Only new services, processes and products which are targeted at users' and citizens' requirements have the chance to assert themselves in the marketplace and contribute to improved medical and nursing care. It is here that the utilisation of eHealth products and support through telemedical applications are playing an increasingly important role.

Healthcare is a growing sector and at the same time a driver of innovation. Annual turnover is at present about € 58 billion. Some 1.1 million people are employed in the healthcare sector in North Rhine-Westphalia.

Transdisciplinarity, as it is understood in this context, means that, in addition to scientists, non-scientific players in society, whether from enterprises, civil society or policy-making, should be involved as bearers of practical knowledge in the research process for a special project.

Two innovative and transdisciplinary support instruments from North Rhine-Westphalia are presented in the shape of the RINs and the Fortschrittskollegs ("Progress Colleges"), supplemented by a best practice example by Generali Zukunftsfonds (Cologne). All projects offer solutions and approaches in the field of "Healthy Ageing".



## North Rhine-Westphalia in the Heart of Europe

Geographically central position in Europe – 17.5 million people – Gross Domestic Product (GDP) of 582.1 billion Euros (22 % of German GDP) – economic hub of Europe – region with the highest density of universities and research institutions in Europe: 72 universities, over 50 non-university research institutes jointly funded by Federal and State governments – among them 12 Max Planck Institutes, 13 Fraunhofer Institutes, 11 Leibniz Institutes, 3 Helmholtz centres, 15 Johannes Rau research institutes plus approx. 100 university research institutes.

[www.wissenschaft.nrw.de](http://www.wissenschaft.nrw.de)

## Contact

Ministry of Innovation, Science and Research  
of the State of North Rhine-Westphalia  
40190 Düsseldorf, Germany

Dr Beate Müller  
Telephone: +49 (0) 211 896 4598  
Email: [beate.mueller@miwf.nrw.de](mailto:beate.mueller@miwf.nrw.de)

**The Grand Challenges** range from climate change to ageing society to efficient use of energy resources – issues of great complexity which require the full commitment of research and innovation across Europe. North Rhine-Westphalia is investing considerable effort, aimed in particular at strengthening international links and utilising the instruments provided by the European Research and Innovation Area.

### Grand Challenges: Answers from North Rhine-Westphalia

Within this conference series, which is directed at European decision-makers, North Rhine-Westphalia presents its proposals for addressing these key issues. There is an excellent opportunity for dialogue amongst Europe's political leaders, innovative entrepreneurs and researchers.

### Venue:

Representation of the State of North Rhine-Westphalia to the European Union  
Montoyerstraat 47 Rue Montoyer, B-1000 Brussels  
Metro 2 and 6; Station: Trône/Troon  
Telephone: +32 27 39 17 75, Fax: +32 27 39 17 02  
[www.europa.nrw.de](http://www.europa.nrw.de)



[www.horizont2020.nrw.de](http://www.horizont2020.nrw.de)