OBJECTIVE 1: Analyze and collect available resources on AAL to establish a scientific foundation for an innovative, modern and multilingual ICT-based advisory and decision support framework for assisted technologies, and in depth survey of stakeholders, such as consumers, governments and businesses to gather requirements on use cases, features and service offers.

OBJECTIVE 2: Concept a multilingual, ICT-based solution framework to support independent living of older adults combining a comprehensive European AAL catalogue and an application-driven product & service decision support system considering the experience and outcomes of SmartCareBase and TAALXONOMY, successful national research projects focusing on the AAL product and service ecosystem.

OBJECTIVE 3: Setup an Intelligent AAL Product & Service Cloud as fundamental data and information repository combining product, service, expert and showcase databases, user generated content, ratings, reviews, and recommendations as well as an intelligent data processing, and methodological, structured decision support framework.

OBJECTIVE 4: Develop intuitive Active Advice Applications accessible via web (www.activeadvice.eu) and mobile devices forcing innovative decision support on product and service selection for Consumers, i.e. older adults and their relatives (AAL2C) as main target group, and Businesses (AAL2B) and Governments (AAL2G) as supplementary professional user groups.

OBJECTIVE 5: Implement the created interactive ICT-based solutions, provide trainings for various user groups, and validate them in real life scenarios, involving the requirements of older adults, their relatives, assistive technology providers and professionals from industry and public administration.

OBJECTIVE 6: Spread the project idea and outcomes of ActiveAdvice to mobilize relevant stakeholders across Europe and create a network of Authorized Active Advisors, who are empowered by the ICT-based Active Advice Applications, to support and guide on assisted living solutions on regional level for a sustainable success beyond the project lifetime.