



## Press Release

**Active@Work: a new project initiated by the EU oriented to improve life initiated by the EU quality senior workers in the service sector.**

**The Active@Work Kick-off Meeting will take place in Madrid 28th of January, hosted by Atos in Spain (Project's coordinator).**

Madrid, 30th January 2015

It's known that older adults are more susceptible to physical strain, mental stress and fatigue. However, they are usually very skilled, and have an invaluable knowledge that was gathered over the years. Active@Work project aims at providing the means to keep senior workers from the Service Sector active, adjusting their role to their actual physical capabilities and health state, increasing their possibilities to play an active role in the society, as the same time that will make them feel useful and capable to carry out their work.

The project will result in a Virtual Assistant tool able to assist adult workers at continue executing their daily work allowing continue active despite their age. It will be a multi-modal solution, capable at interact with the end-user in a natural and personalized way. It will assist the user at accomplishing his/her work without compromising health and preventing any other risk derived from fatigue or stress at work. One of the main characteristics of the solution will be the capability to actively intervene, in response to identified potential health threats that could lead to the decrease in the workers attention or productivity.

The solution will also provide support for the worker to easily interact with new solutions or technologies, and also to engage in new activities, where his knowledge and experience will be an important asset. To ensure its adequacy to end-users real needs and also to the defined markets, the consortium will use an iterative approach, giving to the end-user an essential role in the development process. This will be possible through their involvement in the conception and specification phase, but also through the deployment of the Active@work in two distinct pilot's projects.

The organization of the first pilot study will be led by Atos - an international leader in digital services - and will take place in the main headquarters of the company (Madrid). The second pilot project will be deployed in Belgium and the organization will be led by *IOS International* and *Sensolus*. This pilot experiment will take place at a large leisure site with over 200 vacation homes and a tropical swimming pool.

The "Active@Work" consortium is constituted by 7 participants from 4 countries, which includes 5 companies and 2 research development technology institutions who gather all the necessary background and expertise to achieve the ambitious objectives of the project: from Spain we have ATOS (Project's coordinator), from Portugal we have *INOV INESC INOVACAO – Instituto de Novas Tecnologias* and *Multisector Norte – Innovation Consulting, Lda*; from Belgium we have *Yazzoom BVBA*, *IOS International* and *Sensolus BVBA* and *University of St. Gallen* from Switzerland.

The Active@Work project has the duration of 30 months, starting on 1 December 2014 and end in May 2017.

Active@Work is a project cofunded by the European Commission, Ambient Assisted Living funding organization, Ministerio de industria, energía y Turismo of Spain (Minetur), FCT - Fundação para a Ciência e a Tecnologia in Portugal, Government agency for Innovation by Science and Technology of Belgium (IWT), State Secretariat for Education, Research and Innovation (SERI) in Switzerland.