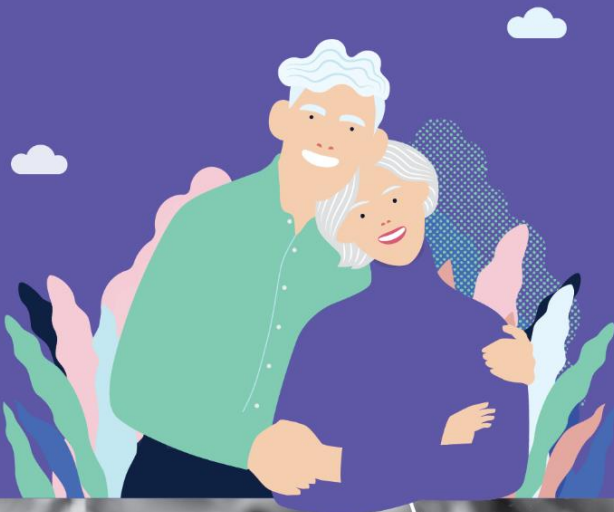


**ACTIVAGE
experience
day.**

**Wednesday
October 21st
2020.**



**Join us in
this vibrant
virtual
experience!**

ACTIVAGE VIRTUAL EXPERIENCE DAY

OCTOBER 21st 2020

10:00 – 10:05	WELCOMING by MRS. AINHOA ARBIZU as ANCHORWOMAN
10:05 – 10:15	OPENING SESSION <ul style="list-style-type: none">▪ Project Coordinator. Welcoming to the ACTIVAGE EXPERIENCE DAY▪ European Commission. Strategy digitizing Health and Social Care
10:15 – 10:30	Positioning ACTIVAGE in the European strategic framework ACTIVAGE Coordination Team
10:30 – 11:10	THE ACTIVAGE EXPERIENCE FROM USER'S PERSPECTIVE Chairman: Mr. Sergio Guillén and Mrs. Pilar Sala (MYPSHERA).
11:10 – 11:20	BREAK
11:20 – 11:35	KEYNOTE SPEAKER. Prof. Leocadio Rodríguez Mañas. Geriatrics "Technology: an opportunity for Active and Healthy Ageing "
11:35 – 12:05	THE ACTIVAGE VALUES FOR IMPROVING ELDERLIES' LIVES Chairman: Mr. Giuseppe Fico (UPM)
12:05 – 12:35	THE ACTIVAGE SOLUTIONS Chairman: Mr. Alejandro Medrano (UPM) and Mrs. Pilar Sala (MYPSHERA)
12:35 – 12:45	BREAK
12:45 – 13:15	SILVER ECONOMY IN THE NEXT YEARS Chairman: Mrs. Ainhoa Arbizu
13:15 – 13:40	ACTIVAGE.ORG LAUNCHING Chairman: Mr. Sergio Guillén (MYSPHERA)
13:40 – 13:45	BREAK
13:45 – 14:15	EUROPEAN LOCAL GOVERNMENTS STRATEGIES IN THE AHA FIELD Chairman: Mr. Germán Gutiérrez (Medtronic Ibérica)
14:15 – 14:25	ACTIVAGE AWARDS
14:25 – 14:30	CLOSING



ACTIVAGE
PROJECT