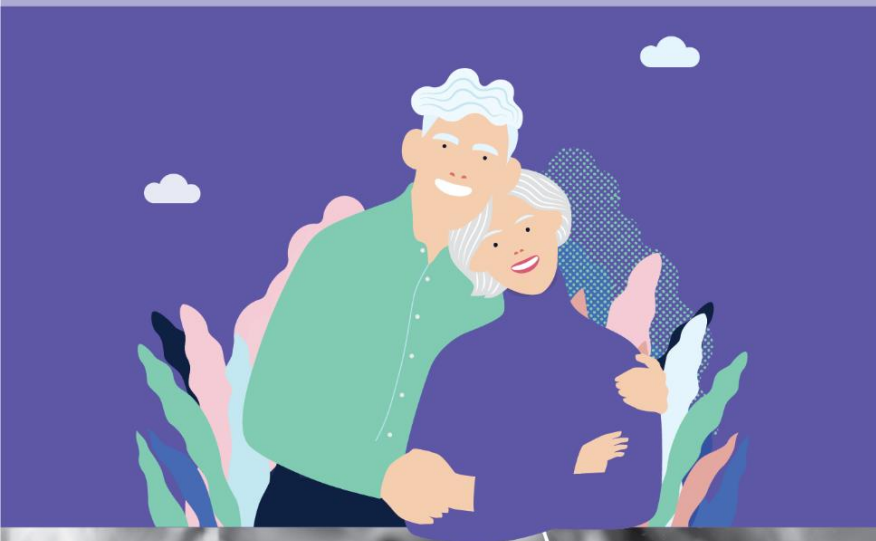


**ACTIVAGE  
experience  
day.**

**Wednesday  
October 21<sup>st</sup>  
2020.**



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

# ACTIVAGE VIRTUAL EXPERIENCE DAY

## OCTOBER 21<sup>st</sup> 2020

10:00 – 10:05	WELCOMING by MRS. AINHOA ARBIZU as ANCHORWOMAN
10:05 – 10:15	<b>INSTITUTIONAL SESSION</b> <ul style="list-style-type: none"><li>▪ <b>Project Coordinator.</b> Welcoming to the ACTIVAGE EXPERIENCE DAY</li><li>▪ <b>European Commission.</b> Strategy digitizing Health and Social Care</li><li>▪ <b>WHO representative</b> (TBC)</li></ul>
10:15 – 10:30	<b>Positioning ACTIVAGE in the European strategic framework</b> ACTIVAGE Coordination Team
10:30 – 11:10	<b>THE ACTIVAGE EXPERIENCE FROM USER'S PERSPECTIVE</b> Chairman: Mr. Sergio Guillén and Mrs. Pilar Sala from MYPSHERA
11:10 – 11:20	BREAK
11:20 – 11:35	<b>KEYNOTE SPEAKER. Gerontologist TBC.</b> "The importance of living happily and socially active"
11:35 – 12:05	<b>THE ACTIVAGE VALUES FOR IMPROVING OLDERS' LIVES</b> Chairman: Mr. Giuseppe Fico from UPM
12:05 – 12:35	<b>THE ACTIVAGE SOLUTIONS</b> Chairman: Mr. Alejandro Medrano from UPM and Mrs. Pilar Sala from MYSPHERA
12:35 – 12:45	BREAK
12:45 – 13:15	<b>SILVER ECONOMY IN THE NEXT YEARS</b> Chairman: Mrs. Ainhoa Arbizu
13:15 – 13:40	<b>ACTIVAGE.ORG LAUNCHING</b> Chairman: Mr. Sergio Guillén from MYSPHERA
13:40 – 13:45	BREAK
13:45 – 14:15	<b>EUROPEAN LOCAL GOVERNMENTS STRATEGIES IN THE AHA FIELD</b> Chairman: Mr. Germán Gutiérrez from Medtronic Ibérica
14:15 – 14:25	<b>ACTIVAGE AWARDS</b>
14:25 – 14:30	CLOSING



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