

Digital Europe – A threat or an opportunity for the seniors

Introduction

In the era of digitalization, our society is evolving at a great pace. Digital innovations and new technologies are both disrupting and facilitating our daily life, which leads to both challenges and opportunities. In that regard, the Commission launched their Digital Agenda for 2020 in order to tackle all those challenges and grasp the opportunities to boost our economy. In particular older persons are vulnerable to be excluded from the profits that these technologies could offer. A lack of digital skills and access to technology are being highlighted as main challenges to overcome. One of the elements to guarantee the possibility to actively engage in society is bridging this digital divide.

To that extent, many questions could be asked. How could older persons benefit from digitalization in the healthcare? Do e-Government initiatives take into account the elderly and what could be improved? Will robotics be a future part of the fight against loneliness among older adults? What effect does the digitalization have on the labour market and how does this affect seniors? How can older adults benefit from digital developments in the financial world? And last, but not least: how does the EU address those issues?

Schedule

- **9:00:** Welcome and opening statement by Mrs. An Hermans, President ESU and Mrs. Anneli Taina, President Kansallinen senioriliitto ry
- **9:05:** Welcome by Mr. Jyrki Katainen, Commissioner for Jobs, Growth, Investment and Competitiveness and Vice-President of the Commission
- **9:15:** Keynote speech by Mr. Alexander Stubb, Vice-President European Investment Bank & Spitzenkandidat
- **9:25:** Panel discussion with:
 - o Mr. Heinz K. Becker, MEP
 - o Mrs. Pia-Noora Kauppi, Managing Director, Federation of Finnish Financial Services
 - o Mr. Janne-Olli Järvenpää, CEO of Mehiläinen
 - o Mr. Georg Männik, Chairman of the board of Almacon PLC
 - o Moderated by prof. dr. Steven Van Hecke, KU Leuven
- **10:05:** Q&A
- **10:25:** Closing remarks