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## **Pharaon: Pilots for Healthy and Active Ageing**

Pharaon (Pilots for Healthy and Active Ageing) is an Innovation Action funded by the European Union's Horizon 2020 programme. This large-scale pilot project involves partners from 12 European countries and aims to achieve smart and active living for Europe's ageing population.

Pharaon will create a set of highly customizable interoperable open platforms, which will integrate advanced services, devices and tools including IoT, artificial intelligence, robotics, cloud computing, smart wearables, big data and intelligent analytics. These solutions will be widely tested and validated, with the aim to respond to the needs of older adults and aim to enhance independence, safety and capabilities of people as they age.

Pharaon will support European industry and policymakers to successfully face the challenges of an aging population. In addition, it will push towards the development of new collaborative partnerships between actors from different sectors to ensure that the developed platforms meet the needs of older adults and formal and informal carers. At the same time, Pharaon offers opportunities to digital tool providers to leverage their devices, systems and equipment to provide support to a larger older population.

The project is a collaboration of 41 organisations, led by SSSA (Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna, based in Pisa, Italy) and will last 48 months (from December 2019 to November 2023). Pharaon adopts a user-centric approach and will test several digital solutions in 6 different pilots in 5 countries: Italy (Tuscany-Apulia), Spain (Murcia and Andalusia), the Netherlands (Twente), Slovenia (Isola) and Portugal (Coimbra-Amadora).

Pharaon partners include large, medium, and small enterprises, research organisations, universities, authorities in the field of health, public and private health service providers, social organisations, health institutes and standardisation bodies. With an investment of about 21 million Euro, Pharaon has the ambition to make a significant contribution to the European Union's agenda on Active and Healthy Ageing.

**Pharaon partners come from** Italy, Spain, Portugal, the Netherlands, Slovenia, Croatia, Germany, France, United Kingdom, Belgium, Austria, Estonia.

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