

# About **alhtour**

A longer life expectancy and a greater propensity to travel have gradually increased the importance of silver tourism becoming a major opportunity for new jobs and growth. The increasing number of older travelers has resulted in a growing demand for tailor-made tourist services for senior people: services able to combine leisure activities and accommodation facilities with appropriate personal assistance. Recent developments in assisted living technologies offer important contributions in responding to these challenges.

**Alhtour** "Assisted Living Technologies for the Health Tourism Sector" is a European project financed by the Horizon 2020 - Twinning Programme. It aims to step up and stimulate scientific excellence and increase capacity for innovation in technologies for independent living to be applied to the health tourism industry.

**Twinning** is a European Union instrument aimed at strengthening a defined field of research within a research organisation by linking with internationally-leading counterparts in Europe.



The University of Lisbon will engage in a knowledge transfer process with three internationally leading research Institutions which will help in the setting-up of a "Living Lab for Assistive Technologies for the Health Tourism sector" in the Lisbon area, identified as a key driver for territorial development.

This will be made possible by the multidisciplinary cooperation among the four participating universities and the continuous involvement of local stakeholders with the ultimate goal of providing concrete examples and demonstration of how synergies between research excellence and business sectors can promote innovation and socio-economic territorial development.

# alhtour

ASSISTED LIVING TECHNOLOGIES  
FOR THE HEALTH TOURISM SECTOR

## Coordinator

**U LISBOA** | UNIVERSIDADE  
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## Partners

**KU LEUVEN**

**Maastricht  
University**

**unIMC**  
UNIVERSITY OF MACERATA

## Where to get more information

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[www.alhtour.eu](http://www.alhtour.eu)

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# Scientific strategy

The project focuses on three areas of research:

- Health technologies
- Health and innovation in care
- Tourism and active ageing

## Action phases

The knowledge transfer involves two action phases:

### Phase 1 Transfer of Research & Innovation capacity

*This phase aims at enhancing the University of Lisbon's R&I capacity through the following activities:*

An initial **workshop** and onsite visits to relevant local Portuguese stakeholders to identify R&I gaps and needs.

**Transnational study visits** involving researchers from the University of Lisbon to analyse different Living Labs and best practices in Belgium, The Netherlands and Italy.

*The aim of **health and wellness tourism** is to improve the quality of life and health condition of the visitor. The health tourism sector in Portugal has grown by 7-8% per year, since 2000, and is expected to bring in 400 billion Euros in revenues, by 2020.*



*A **Living Lab** is an experimental environment for research and innovation applied to the development of new products, services and processes. Its working methods integrate users and co-creators into the entire development process by recognising respective need.*

**Academic symposiums** to define common research agendas and a plan for systematic knowledge and innovation transfer, in the project's key areas.

Mutual **transnational staff exchanges** to guarantee the transfer process. Portuguese researchers will first work alongside their colleagues in Leuven, Maastricht and Macerata to gain deeper insight into their particular research area (job shadowing). Subsequently, researchers from these leading institutions will go to the University of Lisbon to assist their Portuguese colleagues in consolidating knowledge acquired during job shadowing (cross-functional mentoring).

### Phase 2 Transfer of research to the market

*The second action phase will improve the capacity of the University of Lisbon to transfer research results towards the market. The aim is to strengthen cooperation between researchers and business representatives, to promote entrepreneurship, and to improve the ability of translating research into concrete products and services. This is achieved through:*

**Joint seminars** to show successful cooperation experiences and good practices.

A **joint summer school** where PhD and graduate students of the University of Lisbon can learn how to identify promising business opportunities and develop them into a business plan.

A **Venture Lab** involving all the relevant actors in jointly designing and preparing the setting up of the Health Tourism Living Lab (care centers, hotel and accommodation structures, wellness centers, local authorities, companies providing assistive living/health technologies, local tourism bodies, etc.).



## What the project will bring

A **"Living Lab for Assistive Technologies for the Health Tourism sector"** to boost the research and innovation capacity in this domain at the University of Lisbon.

**Cooperation agreements** between the University of Lisbon and relevant local stakeholders with the aim to develop innovative products and services in the health tourism sector.

A number of **business plans and start-up proposals** produced by students and recent graduates thanks to their increased entrepreneurial aptitude and ability to create innovative business initiatives.

**Strengthened research collaborations among the four partner institutions** in the field of Health Technologies, Innovation in Care and Tourism and Active Ageing.

# Partnership

## University of Lisbon PORTUGAL

It is the largest research and education institution in Portugal with 18 schools and around 50.000 students. The project involves researchers from the Institute of Social Sciences, the Faculty of Medicine, the Faculty of Sciences, the Faculty of Human Kinetics and the Institute of Technology.

## Catholic University of Leuven BELGIUM

A leading institution in health technologies that will contribute with innovative methods and practical solutions in the field of health technologies and Living Lab methodologies.

## University of Maastricht THE NETHERLANDS

A leading institution in active ageing, health and wellness, and entrepreneurship education, that will contribute with excellence in health and innovation in care.

## University of Macerata ITALY

A leading institution in legal-socio-economic aspects related to active ageing and tourism. Its contribution will also include high expertise in entrepreneurship education among graduates from socio-humanities disciplines.

*The Partnership is supported by an **Innovation and Sustainability Advisory Board**. The Board is composed of accomplished international experts in the fields of health tourism, health technologies, active ageing and Living Labs. Its main task is to monitor project performance, to advise and provide recommendations for strategic direction and quality improvement.*



*The project will establish a **Community of Practice Platform** to gather actors around experiential learning and co-creation of a Health Tourism Living Lab. Its members can interact in joint activities and discussions through the platform's "repertoire of resources", thematic forums, and the e-learning section, by sharing and bringing together knowledge, resources and input.*

