

**Consortium Building Workshop – 1<sup>st</sup> of February 2018**  
**Royal Flemish Academy of Sciences and Arts**  
**Rubens Meeting Room**

**Morning session:**

- 8.30-9.00: Registration
- 9.00-9.05: Opening and welcome (Marco Carulli – AAL CMU)
- 9.05-9.20: WHY business development is crucial for the success of AAL projects - (EBAN)
- 9.20-9.50: The specificities of the AAL market: stakeholders, purchase schemes, national peculiarities with special focus on integrated solutions. (Marco d'Angelantonio - HIM SL)
- 9.50-10.00 Discussion
- 10.00-10.30: How to set up a successful consortium in terms of commercial exploitation involving business partners & SMEs, end users and research. (Carmen Ceinos - HIM SL)
- 10.30-10.40 Discussion
- 10.40-11.10: HOW to integrate continuous business development in AAL projects. (EBAN)
- 11.10-11.20 Discussion
- 11.20-11.40: Coffee Break- networking between participants
- 11.40-12:00: A project testimonial: iToilet (Paul Panek– TUW)
- 12.10-12.20 Discussion
- 12.20-12.50: A project testimonial: NITICS (Angelo Consoli – Eclexys – to be confirmed)
- 12.50-13.00 Discussion
- 13.00-14.00: Lunch break and networking between participants.

**Afternoon session:**

- 14.00-14.30 The user involvement: in the building of a Consortium (Borja Arrue – AGE Platform Europe – To be confirmed)
- 14.30-14.40 Discussion

14.40-15.10: The basics of IPR issues and their importance in the successful exploitation of results (Jakub Ramocki – European IPR Helpdesk - to be confirmed)

15.10-15.20: Discussion

15.20-17:00: Exercise by small working groups: how I would build my Consortium and why (coffee will be available during the afternoon)

17.00-17:45: Presentation and discussion of the ideas elaborated by the working groups

17.45-18.00: Wrap-up (Marco d'Angelantonio)