



A Europe-wide Study on Information and Communication Technology for Older Citizens

Press statement

The European society is ageing. To better understand and monitor market dynamics for Information Society Technologies (IST) geared towards older citizens, the European SeniorWatch Observatory and Inventory has been established. Funded by the European Union's Information Society Technology Programme (IST), *SeniorWatch* will provide for all EU member states a reliable source on the market potential of new communications-based services and products for older citizens and disabled citizens. At the same time, it will analyse industrial and social policies in these fields and derive policy recommendations.

It will contribute to achieve Europe's major social objectives of furthering the quality of life, health and safety for older and disabled citizens. In support of European industry, including small and medium sized companies as the main players in this market, it will address global market opportunities and help them to challenge the current competitive advantages of US industries. Thus it will also foster employment.

The project is conducted by an international consortium lead by *empirica*, a private research and consultancy institute based in Bonn, Germany. Further partners are Work Research Centre (Dublin); the Finish National Research and Development Centre for Welfare and Health (Helsinki), the European Federation of the Elderly (Brussels) and the Netherlands Platform Older People and Europe (Utrecht).

The project is scheduled to be completed by mid-Summer 2002.

As the project progresses, public reports, market research data, case studies and country reports will be published on the Internet as well as press releases and short summaries. To access these, please visit the Web-Site at www.seniorwatch.de. Or write us for printed material.

For further information on the SeniorWatch project please contact:

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