



*Making dementia a priority:
changing perceptions, practice and policy.*

2021 Work Plan

Adopted by the AE Board on 7 December 2020

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1 Alzheimer Europe Core activities

1.1 Objective 1: Providing a voice to people with dementia and their carers

In 2021, Alzheimer Europe will

- organise four meetings of the European Working Group of People with Dementia (EWGPWD)
- map and analyse the patient and public involvement activities in EU-funded research projects
- involve the EWGPWD in the organisation of the Annual Conference by including representatives in the Programme Committee to help with the selection of abstracts, by inviting them to deliver one keynote presentation and by asking them to organise a special symposium on the experience of living with dementia
- involve the EWGPWD in various EU projects where AE is asked to provide the views of people with dementia
- involve the Chairperson of the European Working Group of People with Dementia as a full voting member at AE Board meetings
- ensure people with dementia and carers are represented in all AE projects and working groups

1.2 Objective 2: Making dementia a European priority

In 2021, Alzheimer Europe will

- update its inventory of dementia-inclusive initiatives and communities in Europe and dedicate its 2021 Dementia in Europe Yearbook to the topic
- develop the European Alzheimer's Alliance with the aim of gathering the support of 100 Members of the European Parliament from all European countries and involve members of the European Alzheimer's Alliance in the organisation of three lunch debates in the European Parliament
- campaign for the inclusion of dementia as a priority of the European Union's health and research programmes
- coordinate the group of European government experts on dementia and organise two meetings of the group bringing together health ministry officials from at least 15 countries with representatives from the European Commission, the OECD and the World Health Organization
- play an active role on the Patients' and Consumers' Working Party of the European Medicines Agency
- organise two face-to-face meetings of the public affairs committee for an exchange on EU and national policy developments and campaigns
- play an active role as a member of the European Patients' Forum and European Disability Forum and support the development of positions in response to EU policy developments

1.3 Objective 3: Promoting a rights based approach to dementia

In 2021, Alzheimer Europe will

- explore issues related to sex, gender and sexuality as the priority of its European Dementia Ethics Network and carry out an extensive literature review on this subject, develop recommendations and publish these with the findings of the literature review in the 2021 Ethics report
- continue its collaboration with the European Disability Forum on the development of a European disability strategy and the implementation of the UN Convention on the Rights of Persons with Disabilities (UNCRPD)
- continue working with the Council of Europe and contribute to ongoing discussions on legal capacity, guardianship systems and bioethics

1.4 Objective 4: Supporting dementia research

In 2021, Alzheimer Europe will

- continue with the development of its European Dementia Observatory by proactively identifying relevant research developments and communicating them to its member organisations and wider community
- carry out a mapping exercise of national public and private funding programmes for dementia research
- organise a conference in Bucharest, Romania under the motto “Building bridges” from 29 November to 1 December 2021 with the participation of at least 600 participants from 30 European countries
- improve the collaboration with the INTERDEM network and the European Alzheimer’s Disease Consortium for the organisation of the conference and the selection of topics to be addressed
- evaluate participants’ satisfaction with the conference programme and practical organisation

1.5 Objective 5: Strengthening the European dementia movement

In 2021, Alzheimer Europe will

- develop and approve a new strategic plan for 2021-2025 based on the feedback and input of its national member organisations
- update its member organisations on relevant EU policy developments and involve them in the development of policy positions through AE’s public affairs working group
- organise its Alzheimer’s Association Academy in June and develop a programme based on the subjects and issues identified by its members
- organise quarterly meetings of the AE Board to monitor the association’s financial situation and the implementation of its work plan
- continue to partner with Newsweaver for the sending of its e-mail newsletter and aim to expand the list of people receiving the newsletter to 8,000 (with an open rate of 15%)
- continue the development of its website and aim to attract 750,000 unique visitors to its website
- ensure social media are a full part of the organisation’s communication activities and aim to have 15,000 Twitter followers and Facebook likes by the end of the year.

2 Other activities and projects

2.1 EU Project participation

In 2021, Alzheimer Europe will

- continue to engage with the Innovative Medicines Initiative, the Joint Programme Neurodegenerative Diseases Research (JPND), Horizon2020 and the European Innovation Partnership on Active and Healthy Ageing to identify additional opportunities to participate in EU projects,
- continue its active involvement in a number of EU funded projects by representing the views of people with dementia and their carers in the research consortium, by contributing to the ethical discussions and by supporting the communication and dissemination activities towards a non-scientific audience:
 - AMYPAD (Amyloid imaging to prevent Alzheimer's disease)
 - Euro-FINGERS: Multi-modal precision prevention toolbox for dementia in Alzheimer's disease
 - NEURONET (Efficiently Networking European Neurodegeneration Research)
 - PRODEMOS (Prevention of Dementia using Mobile phone Applications)
 - RADAR-AD (Development and validation of technology enabled, quantitative and sensitive measures of functional decline in people with early stage Alzheimer's Disease)
 - RECOGNISED (Retinal and cognitive dysfunction in type 2 diabetes: unravelling the common pathways and identification of patients at risk of dementia)
 - VirtualBrainCloud (Personalized Recommendations for Neurodegenerative Disease)
- Start its collaboration in the following EU projects
 - AI-MIND (Intelligent digital tools for screening of brain connectivity and dementia risk estimation in people affected by mild cognitive impairment)
 - LETHE (A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on explainable AI and distributed Machine Learning)
- Continue its collaboration with the following research projects
 - ADAIR
 - DISTINCT
 - MIRIADE
 - SPAN+

2.2 Corporate Affairs

In 2021, Alzheimer Europe will

- continue including phase II and phase III clinical trials being conducted in Europe on the AE website

- organise three company round tables bringing together the AE Board, representatives of corporate sponsors and AE member organisations to discuss the progress of the organisation’s different corporate projects
- organise a European Dementia Summit bringing together the chairpersons and key representatives of European organisations with an interest in the prevention, diagnosis, treatment, care and management of Alzheimer’s disease and dementia
- publish three editions of the Dementia in Europe magazine (February, June and October)
- organise three lunch debates in the European Parliament in February, June and September.

3 Annex 1: Meetings organised by Alzheimer Europe in 2021

Date	Meeting	Venue
22 February	Alzheimer Europe Board	Online
23 February	European Parliament workshop: “Digital data for dementia research and innovation”	Online
23 February	Company Round Table	Online
24 February	Public Affairs Meeting	Online
23 March	Alzheimer’s Association Academy: Findings of the European Dementia Monitor, comparing national dementia policies	Online
7 April	Alzheimer Europe Board	Online
20 April	Alzheimer’s Association Academy: Sports and dementia	Online
18 May	Alzheimer’s Association Academy: The European Medicines Agency and the European regulatory system	Online
31 May	Alzheimer Europe Board	Online
14 June	Alzheimer Europe Annual General Meeting	Online
15 June	European Parliament lunch debate: The Alzheimer’s spectrum: Changing our understanding of Alzheimer’s disease and dementia	Online
16 June	European Group of Governmental Experts on Dementia	Online
17 June	Company Round Table	Online
13 July	Alzheimer’s Association Academy: Social media campaigns	Online
27 September	Alzheimer Europe Board	Brussels, Belgium/Online
28 September	European Parliament lunch debate: Building on the success of the Innovative Medicines Initiative	Brussels, Belgium/Online
28 September	Company round table meeting	Brussels, Belgium/Online
29 September	European Dementia Summit	Brussels, Belgium/Online
19 October	Alzheimer’s Association Academy: Advocacy and working with policy makers	Online
16 November	Alzheimer’s Association Academy: Dementia-inclusive communities in Europe	Online
29 November – 1 December	31 st Alzheimer Europe Conference “Building bridges”	Online



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7 December	European Group of Governmental Experts on Dementia	Online
13 December	Alzheimer Europe Board	Brussels, Belgium/Online
14 December	Company Round Table	Brussels, Belgium/Online
14 December	Alzheimer's Association Academy: SPAN+ - Empowering people with dementia	Online