

The background of the entire page is a close-up photograph of several hands of different skin tones gently cupping a globe. The image is rendered in a monochromatic purple color scheme, with varying shades from light lavender to deep violet. The hands are positioned around the globe, with fingers and palms visible, creating a sense of global unity and care.

Dementia Forum X

A Global Action on
Dementia

18th of May 2017

The Royal Palace, Stockholm



On the 18th of May 2017, the second Dementia Forum X was organised at the Royal Palace of Stockholm. More than a hundred key stakeholders from within the care, research, society, business and finance sectors participated and actively discussed dementia, to jointly define related challenges and innovative solutions.

I would like to acknowledge and thank Her Majesty Queen Silvia of Sweden for all her support as well as the opportunity and great honour to organise this year's Dementia Forum X at the Royal Palace of Stockholm. In this spirit, I would also like to use this occasion to extend my gratitude to Her Majesty Queen Sofia of Spain and Her Royal Highness Princess Sofia of Sweden for gracing the event with their presence.

We are also deeply grateful to our collaboration partners – Forte, Karolinska Institutet, Stiftelsen Silviahemmet, Svenskt Demenscentrum, Swedish Care International and other partners - AARP, Aleris, Alzheimerfonden, BoKlok, Cambio Healthcare Systems, Dr Åke Olssons Stiftelse, Eli Lilly, Getinge Group, Home Instead Senior Care, Northern Horizon, Otsuka, Roche, Skandia and Öhman. Support from these organisations has helped create the foundation, which this project firmly stands upon.

During the day, we have participated in and discussed many interesting insights and innovative ideas, which you will find summarised in this eBook. It is my biggest hope that Dementia Forum X serves as the accelerator that helps us work together to bring these ideas and solutions to life and to be a small part in creating a dementia friendly society. Personally, I eagerly anticipate the results that will emerge from this meeting.

We strive for continuous improvement of ideas and solutions developed throughout the biannual Dementia Forum X meetings. During the preparatory working meetings, between the main events, a smaller group evaluated and clarified goals previously determined. On this basis, new challenges are to be identified and actions prompted. By following up on the conclusions and continuing the dialogue, we aim not only to advance the discussions on dementia care, but also to achieve tangible outcomes.

When Dementia Forum X was organised for the first time in 2015, the goal was to connect stakeholders throughout society in order to take responsibility and action on the future global challenges related to demographic changes. We stay true to this goal and are committed to improving the lives of those living with dementia, their family members and caregivers.

We hope that you will enjoy this eBook and that it will serve as a useful tool for your future work.

Karin Lind-Mörnsten,
CEO of Swedish Care International
and Forum for Elderly Care
klm@dementiaforumx.org

About Dementia Forum X

Dementia Forum X is a global initiative created to take action on dementia and the related challenges. It is a day of reflections and discussions amongst a hundred of the world's leading researchers, business executives, policy-makers and other stakeholders.

Dementia Forum X is a biannual event started in 2015. This year, the 2nd Dementia Forum X took place at the Royal Palace of Stockholm on the 18th of May 2017 under the patronage of Her Majesty Queen Silvia of Sweden. It was organised by Forum for Elderly Care in collaboration with Swedish Care International, Karolinska Institutet, Swedish Dementia Centre, Stiftelsen Silviahemmet and Forte as well as other selected partners.

Dementia Forum X 2017 was an inspiring day filled with high-level dialogue between ministers, ambassadors, researchers, business and finance organisations and other key stakeholders in the dementia field from around the world. The meeting focused on the global challenges that an ageing society and dementia bring about and the ways to support collaboration to meet these challenges. This year, Dementia Forum X highlighted successes in the dementia field and provided an opportunity for participants to interact with modern solutions to problems related to dementia. We did this with the goal of inspiring new ideas, collaboration and action on dementia.

The programme, as opposed to traditional conferences, was specially designed to involve all participants in the discussions and dialogues throughout the whole day. The event started in

the Bernadotte Library with an opening by H.E. Ms Åsa Regnér, Minister for Children, the Elderly and Gender Equality, on dementia related challenges for society and governments. It was followed by inspirational conversations led by Ms Nisha Pillai with contributors from five different sectors (care, society, finance, business and research). Ideas and insights from these five sectors and different parts of society were explored together with all the participants, facilitating an enriching discussion about the current and future challenges.

Swedish Alzheimer's Foundation announced a special award and grant for two researchers to inspire scientists working in the area of Alzheimer's and other dementia related diseases.



After a networking lunch, four different Afternoon Sessions were offered in Prince Bertil's Apartments. Participants were allocated into smaller groups to allow for more intimate and personalised interaction within the sessions. Successes in the dementia field were highlighted, and participants encountered some real-life examples and modern solutions to problems related to dementia. The sessions also encouraged discussions on how innovation can be applied in our everyday lives.

Later, attendees returned to the Bernadotte Library for the Big Picture Dialogue, a discussion that addressed issues of great importance, such as the role of governments and international organisations, the collaboration between different sectors, societal engagement and research funding. Finally, key questions of the meeting, that were raised throughout the day, were discussed with real-time inputs from all the participants. Everyone got the chance to voice their opinion through discussion and a real-time interactive polling tool. These interactive activities assisted in wrapping up the day, summarised the key take-aways of the meeting and helped bring clarity to what steps must be taken.

Her Majesty Queen Silvia of Sweden concluded the discussions at the Royal Palace and reflected on the progress made since the first Dementia

Forum X in 2015, highlighting the need for collaboration across sectors and countries. H.M. Queen Silvia expressed her gratitude and admiration for the contribution to the dementia field by Her Majesty Queen Sofia of Spain and her foundation, Fundación Reina Sofía. Also, a variety of initiatives implemented by Swedish Care International in collaboration with Stiftelsen Silviahemmet, a centre of excellence in the field of dementia care and education founded in 1996, were mentioned by Her Majesty The Queen.

After the meeting at the Royal Palace, all participants were invited to visit SilviaBo, a newly developed housing concept jointly created by IKEA, BoKlok and Stiftelsen Silviahemmet. SilviaBo is an example of innovation that helps people with dementia stay in their own homes as long as possible, alone or together with their partner or family. The organisations involved in the project contributed to creating attractive, durable and suitable accommodation for individuals with cognitive impairment. Such inter-sectoral teamwork is an excellent example of how to foster future change. Collaboration is the key to long-lasting improvement in the field of dementia care. Only through encouraging collaboration, innovation and education can we find solutions for dementia related challenges in our society.





Dementia – a challenge for our society

Dementia is a syndrome caused by physical changes in the brain that severely affects memory and other mental abilities. It is an increasing challenge for our society.

It affects all the sectors, and close collaboration is one of key solutions that can help make a difference. Dementia Forum X is a platform that encourages high-level dialogue between stakeholders from five different sectors (care, society, finance, business and research) from around the world with the goal to encourage innovative solutions, future collaborations and the development of a dementia friendly society.



According to estimates, a new case of dementia is diagnosed every 4 seconds. In total, there are nearly 7.7 million new cases of dementia each year worldwide. The number of people living with dementia is expected to almost double every 20 years.

Dementia not only affects those with the cognitive impairment, their families and caregivers, but also has a huge economic impact. The estimated yearly cost of dementia is US \$818 billion, a figure that increases every day. This represents 1.09% of global GDP. In only five years, the global costs of dementia increased by 35.4%, from US \$604 billion in 2010. The high cost of the diseases challenge healthcare systems to deal with the predicted future increase of cases.

Economies with low and middle incomes will experience a dramatic increase of its elderly population, and the growth rate of dementia prevalence is also estimated to be higher in developing countries. From 47 million people with dementia worldwide, 58% live in low and middle income countries, and this proportion is projected to rise to 68% by 2050. Therefore, the demand for cost-effective, innovative solutions as well as accessible and high quality dementia care education is going to increase exponentially in these markets.

Actions are required from all sectors. Governments across the world need to prepare for an increasing need of dementia education, care and support for families affected by dementia. Finally, private investments in this enormous market should help governments and societies to cope with the current and future needs in an ageing society and thereby, facilitate the creation of a more dementia friendly society.





Voices heard

H.M. Queen Silvia of Sweden

“The only way that we will be able to meet the challenges that dementia diseases pose is by working together – across sectors and between fields. Therefore, collaboration is the overall theme and purpose of Dementia Forum X. It is also one of the pillars on which the care philosophy of Silviahemmet rests. When we collaborate, there is no limit to what we can achieve. That is how we can make a real difference.”

H. M. Queen Silvia referred to Stiftelsen Silviahemmet’s accomplishments within the last two years and underlined the necessity of collaboration to face the challenges posed by dementia. Her Majesty mentioned academic programs for physicians, occupational therapists and physical therapists, organised jointly by Silviahemmet and Karolinska Institutet, the growing number of Silvia Nurses and Silvia Sisters.

Her Majesty described the growth of the Queen Silvia Nursing Award project, which awards creative nursing students who contribute ideas in elderly and dementia care and grants them a yearly internship. The Award is now available in four countries and was created by Swedish Care International (SCI) and its partners. Her Majesty strongly emphasised the need for cross-sectional collaboration in tackling the dementia challenge and mentioned SilviaBo as an example of such a successful project.



H.E. Åsa Regnér, Swedish Government Minister for Children, the Elderly and Gender Equality, Sweden

“It is important that we adopt a human rights-based approach to dementia.”

“There are injustices based on gender also in the area of dementia care.”

Minister Åsa Regnér touched upon both the individual and the national perspectives on dementia issues. The Minister expressed confidence that with the right services and support people with dementia will live quality lives within their homes or at special housing. 160 000 people live with dementia in Sweden today, this number is expected to grow, something that society must prepare for.

Dementia care is mostly performed by women, and therefore the challenges dementia disease bring should also be approached from a gender point of view. The Swedish Government vowed to take measures to protect people with cognitive impairment and their close ones, and will propose a broad national strategy on dementia in June 2017.





Morning interviews

The global challenge of dementia is indeed a multifaceted issue, which requires a collective approach. In the morning interviews, Nisha Pillai interviewed representatives of the five sectors gathered at Dementia Forum X: care, society, finance, business and research, to introduce the complexities of the problem we are facing. Their voices have also pointed out pathways and advanced solutions in order to tackle the issues dementia poses.



Interviews were lead by the moderator of the event – Nisha Pillai:

Nisha Pillai is an accomplished former news anchor with BBC World News who now specialises in moderating Panel Discussions and High Level Dialogues. She has worked closely with several UN agencies, with scientific institutes such as CERN, and with industry events and conferences in the Finance, IT and Energy sectors.

Nisha's 25 year career at the BBC culminated as one of the main anchor at BBC World News, where she reported extensively during the 9/11 attacks and the Iraq war. She was also one of the first regular interviewers on Hard Talk. As an award-winning investigative journalist at Panorama, the BBC's flagship current affairs programme, Nisha had notable investigations to her name. She was awarded the Royal Television Society's Award for her investigation into the late Robert Maxwell. She studied economics at the London School of Economics and was a graduate trainee at Schroders.



Professor Miia Kivipelto
 Professor of Clinical Geriatric Epidemiology,
 Department of Neurobiology, Care Sciences
 and Society, Karolinska Institutet

"It's never too early to start preventing Alzheimer's disease."

"It would be a pity if every single country had its own guidelines for dementia risk reduction, that's why I think the harmonisation, synchronisation and collaboration between different stakeholders is very important."

Professor Miia Kivipelto referred to the FINGER study and underlined the importance of multi-domain interventions in reducing the risk of developing dementia. She expressed a strong belief in the value of implementing these outcomes in an international set of guidelines. In the discussion with the participants, the importance of assessing the costs and benefits of early intervention to minimise the odds of developing dementia or delaying its onset was also brought up.



Trevor Brocklebank
CEO Emeritus, Home Instead Senior Care

“Training the family members in how to support a person with dementia is just as important as training the professional caregivers.”

“We really need to focus on making care an aspirational career. We want people to want to work in care.”

Trevor Brocklebank focused on the necessity of supporting family members of those affected by dementia with knowledge on how to practically handle the challenges posed by the disease. He emphasised the need to raise the status of professional caregivers and depicted the innovative Home Instead model. Mr Brocklebank also spoke about the value of providing care for individuals with dementia at their homes for as long as possible and discussed shifting the person-centred care perspective to a relationship-centred one.



Surya Kolluri
Managing Director, Policy and Market Planning,
Retirement and Personal Wealth Solutions,
Bank of America Merrill Lynch

“We need incentives to have people engage in the broader economy in flexible ways in the areas they are interested in.”

“If we did not have a conversation about ageing with our clients, we would lose them, because we would no longer be relevant to them.”

Mr Kolluri described Bank of America's experience with creating a gerontology certificate for financial advisers. Research has shown that the 3 000 (out of their 15 000) advisers in the US who obtained knowledge on dementia care performed their job tasks in a way that is more adapted to the needs of elderly. He also elaborated on the benefits that this shift brought, not only to the clients, but also to the bank. The participants expressed interest in performing similar research and projects in other countries.



Dr Shekhar Saxena

Director, Department of Mental Health and Substance Abuse, World Health Organization

“Dementia is not only a health issue, it is also a development issue.”

“...Care providers need the technical tools to provide care. And sometimes technology can make a huge difference to the amount of care and the quality of care.”

Dr Shekhar Saxena presented the World Health Organization's recent efforts in creating the Global Plan of Action on Dementia. In May 2017, 194 health ministers will commit to a seven-point action plan, which will define common objectives for health and development issues associated with cognitive decline. Reducing the social stigma associated with dementia and putting available knowledge into practice and policy are Dr Saxena's biggest hopes for the future. The discussion touched upon the issues of implementing the upcoming WHO action plan, its practical implications and risks, while also involving people with dementia and recent technological solutions.



George Vradenburg

Chairman of UsAgainstAlzheimer's and Convener of the Global CEO Initiative on Alzheimer's Disease

“2020 is an expression of urgency, it's an expression of impatience at the pace with respect to how the developments are occurring in this space. Impatience with the way companies are investing. Impatience with government not making it priority. The impatience with scientists focusing on basic science, which won't see us for twenty years. So, we need somebody that will say to us with urgency and passion: this matters to us now.”

Mr Vradenburg called for a united effort to accelerate the research and action on dementia by comparing the size of the dementia challenge to that of other common diseases. Other points highlighted involved leadership, increasing financing and faster clinical trials as a necessity to achieve progress. The discussion also explored the costs of treating versus not treating dementia diseases.



Afternoon Sessions

The Market of Ageing

“What I really understand is that when you know about dementia, you can keep your customers and make good business. That goes for any kind of business. You can keep customers if you know what their problems may be and how you can respond to their needs.”

Birgitta Mårtensson
Executive Board, Alzheimer’s Disease International (ADI)



By 2050, almost all of Europe and countries such as Canada, Iran, Thailand and Chile will become “super-aged”.

This changing age demographic poses a great challenge, but is also an untapped opportunity for investment. This applies not only to the research field, but also to that of construction, healthcare, education and services.

Through an interactive dialogue, Northern Horizon Capital shared with us the underlying potential that an ageing population brings about. The aged population is currently at its highest level in human history and this unprecedented phenomenon will have a major impact on all types of investing. Societies will have to channel large amounts of money and effort into the elderly sector. With this in mind, investments in this field, for example in care homes, will be extremely lucrative. The care sector will definitely be within institutional investors’ profile due to its growing potential and also due to the gradually more stagnant growth in other real estate sectors in mature economies.



NORTHERN HORIZON

About Northern Horizon Capital

Northern Horizon is a pan-Nordic real estate investment manager with a heavy focus on developing residential care homes for individuals in need of 24-hour care, such as elderly people with severe dementia. During the last ten years, Northern Horizon has financed and developed 88 new care homes in Sweden, Finland and Denmark at a total cost of approx. €500 million, allowing over 3,000 people in need of care to live and be cared for in quality surroundings, and contributing to the creation of over 2,000 full-time jobs for highly trained care professionals. www.nh-cap.com





Dementia Tech

"I need the innovators in this room to find the low-cost, non-invasive brain thermometer that will enable doctors to give it to you, and in 30 seconds determine if [you've] got cognitive impairment..."

George Vradenburg
Chairman of UsAgainstAlzheimer's and Convener of the Global CEO Initiative on Alzheimer's Disease



Technology and the development of new digital solutions open a vast array of opportunities to disrupt the complex and time consuming process of the diagnosis of dementia related diseases as well as its management and care. It is no longer surprising that simple solutions will be able to revolutionise the lives and care methods for those living with dementia, their families and caregivers. The future of geriatrics and dementia care will definitely incorporate innovative technological solutions. In this session, participants got to experience three innovative technologies that seek to simplify the diagnosis of dementia, increase interaction and relieve burden from caregivers.



Geras Solutions is a mHealth application that delivers one-stop solutions for cognitive impairment diagnosis support and disease management. Geras Solutions strives to revolutionise the industry with a three-module mobile application that provides pre-diagnosis, risk reduction and post-diagnosis. www.gerassolutions.com



JDome Bike Around is an enabling tool that allows users to bike and navigate the world through Google Street View, which is projected on a wraparound screen. It stimulates both brain and body, while the user receives a social experience through the ability to talk about his or her childhood and other memories for staff and relatives. www.camano.com



Tovertafel - playful, interactive light projections entice people with dementia to get moving and have fun together. The Tovertafel Original was developed for and with people in moderate to severe stages of dementia. The interactive games break through apathy by stimulating both physical and cognitive activity and encouraging social interaction. www.tovertafel.com





Meet Me (MoMA)

“Engagement with art offers individuals living with dementia and their caregivers the opportunity to express themselves emotionally and intellectually, to be treated with dignity and to connect to others. This leads to improved self-esteem and enhances the caregiving relationship.”

Carrie McGee
Assistant Director, Community and Access Programs,
The Museum of Modern Art



Participants had a chance to experience the Meet Me at MoMA project, an educational program specifically curated for people with Alzheimer’s disease, which was launched in 2006 by the Museum of Modern Art in New York. Through a dementia adapted art talk, participants had a glimpse into understanding how people with dementia appreciate and interpret art pieces. In addition to that, it is interesting to get a new perspective and a new angle of interpreting an art piece at the Royal Palace.

The Meet Me at MoMA programme features interactive tours for individuals in the early and middle stages of the degenerative disease, along with their family members and caregivers. This project aims to inspire and encourage hands-on solutions that will make society more accessible to those living with dementia and to increase awareness of the implications of the disease. The MoMA project and the dementia adapted art walk drives an underlying message – that there are many other interesting ways and forms in which organisations can adapt and incorporate in their efforts of creating solutions for those living with dementia.

MoMA

The **Museum of Modern Art (MoMA)** was founded in 1929 as an educational institution, The Museum of Modern Art (MoMA) in New York is dedicated to being the foremost museum of modern art in the world. The mission of MoMA is helping to understand and enjoy the art of our time. www.moma.org



The **Swedish Alzheimer’s Foundation’s** (Alzheimerfonden’s) primary mission is to support research contributing to ending Alzheimer’s disease and other dementia diseases. Therefore, Alzheimerfonden collects and distributes money to the most promising research projects. They also provide support to projects that can make it easier for patients and families living with the disease. www.alzheimerfonden.se





Towards a Dementia Friendly Society

“Small and not costly changes in the civil society may have great impact for persons with cognitive problems like dementia. It is all about awareness, knowledge and understanding that all will be winners if we work in this way.”

Dr Wilhelmina Hoffman
CEO, Stiftelsen Silviahemmet / Swedish Dementia Centre



To create a dementia friendly society is to foster an environment where everyone, from governmental organisations to the local neighbours, acknowledges the responsibility to ensure people living with dementia feel accepted, comfortable and able to contribute to their community. This is important because even the simplest tasks of our everyday life can become a great challenge for those living with dementia and people interacting with them.

With this overall goal in mind, Swedish Dementia Centre presented how they are in the progress of adapting police work and the experience of shopping to make it more accessible for people with dementia. This idea should also be extended to other areas of civil society. By adapting the way our day-to-day activities are carried out, we will be able to raise awareness and to alter society's attitude towards people with dementia. Hence, moving towards a dementia friendly society!



The Swedish Dementia Centre is a national competence centre, working to enhance daily life for persons living with dementia and their families. The centre provides knowledge and tools for health and social care. This is done through free of charge online courses tailored for the different levels of care - from home help service to hospital care - completed by more than 200 000 users. www.demenscentrum.se





Big picture dialogue

Questions of great importance such as care pathways, societal engagement, research funding and others were addressed during the Big Picture Dialogue. The four prominent contributors of Dementia Forum X were invited on stage to share their perspectives on several video questions that were raised by stakeholders from around the world – Australia, Brazil, Lithuania, Singapore and Sweden.

Discussion involved all the participants of the meeting and topics such as future developments in research and dementia care, accessibility and choice of medication in developing markets, the future changes in the role of family caregivers as well as the importance of dementia awareness were covered. Inspiring ideas were shared among participants on how dementia related challenges can be tackled in the future.

“If you are allowing people to stay productive, to stay as taxpayers, to contribute to their communities and society – that’s a value that we should put into equation of costs and savings in order to cost out what is affordable and where we should put our resources.”

Sarah Lenz Lock

“I hope that the world understands dementia by 2025. That people know that it is [a matter of] a disease of the brain, that you don’t have to be ashamed of it, that you can talk about it, that there is a lot of things that we can do.”

Marc Wortmann

“Technology has a large part to play in the future in supporting the families of people with dementia.”

Emily Holzhausen OBE

“We will be living in a world where researchers from all over the world will be working together, not against each other or in competition.”

Dr Yves Joannette

Questions for our panellists were posed by:

- Mr Eitvydas Bingelis, Vice-minister, The Ministry of Social Security and Labour of The Republic of Lithuania
- Dr Lars Gatenbeck, Board Member, Stiftelsen Silviahemmet, Sweden
- Dr Alexandre Kalache, President, International Longevity Centre Brazil
- Mr Ben Sim, New Graduate, National University of Singapore
- Ms Jane Verity, Founder and President, Dementia Care Australia

Contributors:

Sarah Lenz Lock is senior vice president for policy in AARP’s Policy Research and International Affairs (PRI), where she helps position AARP as a thought leader addressing the major issues facing older Americans. Working on behalf of PRI, Lock helps to develop AARP’s public policy positions to support and maintain AARP’s social mission.

Marc Wortmann is the Executive Director of Alzheimer’s Disease International. Collaborating with the Board, Marc implements finance and campaign strategies. Marc represents ADI at international conferences and in the NCD Alliance and takes part in WHO and UN meetings. He is a speaker at multiple events and conferences on these topics and has published a number of articles and papers on dementia awareness and public policy.

Emily Holzhausen OBE is the Director of Policy and Public Affairs for Carers UK, in which she has been with since 1996, and is one of the country’s foremost experts on carers’ issues. Emily leads on the policy, parliamentary, research and media work as well as overseeing all the Advice and Information services. Within her scope of responsibilities is also Carers Week, one of the UK’s biggest awareness weeks involving thousands of local events.

Dr Yves Joannette is the Chair of the World Dementia Council. He oversees the work of the Council in coordinating global efforts and helping find tangible solutions to the challenge of dementia. He is also the Scientific Director of the Institute of Aging of the Canadian Institutes of Health Research (CIHR) and a Professor of Cognitive Neurosciences and Aging at the Faculty of Medicine at the Université de Montréal.



H.M. Queen Sofía of Spain and H.R.H. Princess Sofia of Sweden also supported the 2nd Dementia Forum X by participating during the day.

Over the span of many decades, H.M. Queen Sofía, like H.M. Queen Silvia, has worked to improve the lives of people with dementia, mainly through her foundation, Fundación Reina Sofía.

Conclusions



The participants of Dementia Forum X engaged in a joint dialogue led by moderator Nisha Pillai, with a digital voting system to support the discussion. This segment included questions that had been raised during the day and enabled all participants to share their opinions and thoughts. Results from the voting system are depicted on the following two pages.

The session started by raising two questions related to the need for tech innovation and how to promote a more innovative climate. Early detection was marked as one of the key areas in need of tech innovation. Partly because it enables people with dementia to make proper arrangements and important decisions by themselves and partly because it would benefit the research community with recruitment to clinical trials. In order to promote a more innovative climate in their organisations, a majority of the delegates highlighted their intentions of spreading good ideas and ways of working. One such interesting example, which was also discussed during the morning, was Bank of America's initiatives related to dementia and the financial sector.

After this, the discussion turned into how the private sector can incorporate dementia awareness into its core business. The participants discussed that business opportunities are often overlooked within

the elderly and dementia care sector as a lot of buying power exists within the generations that are most concerned about dementia.

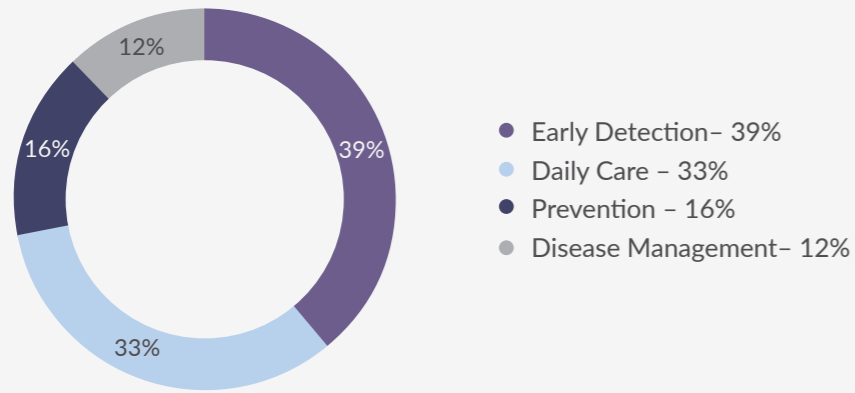
Next up, the participants were asked to prioritise resources within dementia research by allocating 100 points between five options (visible on page 29). The discussion highlighted the importance of research in daily care processes, prevention methods and also brought up obstacles that researchers face in their clinical trials.

In the next segment, participants shared thoughts on how to make care an inspirational career. Queen Silvia Nursing Award, a scholarship for nursing students, was exemplified as one way to raise the status of the nursing profession. Moreover, the participants discussed the importance of training and raising salaries for carers.

This segment was concluded by gathering suggestions on the sectors in society that could be transformed to be more dementia friendly. Hospitals, transport and retail were sectors that were highlighted and discussed.



Which area in dementia care most needs tech innovation?



How do we make care an aspirational career?

(Selected answers from the participants)

“Options for career development and decent pay”

“It can be aspirational at different points in a human life. I’m inspired to do this more as I get older.”

“Look to the hospitality industry instead of the medical”

“Career ladder. Title, authority, responsibility, compensation.”

“Promote care jobs - make the medical community to look upon care as important as serious as clinical work”

“Skilled - branded training that will attract higher wages”

“Life-work balance”

How can the private sector incorporate dementia awareness in its core business?

(Selected answers from the participants)

“Staff training”

“Realize it is a business potential”

“Understanding that dementia will affect employees - in their own lives, not just amongst their customers”

“By making sure all stakeholders in the organisation aware of the impact they could make by doing so...”

“Healtheconomic analyses”

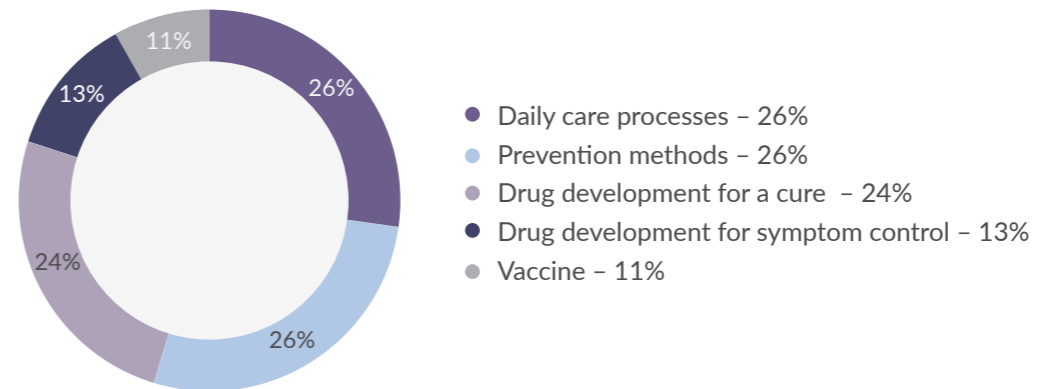
“Training, building dementia friendly programs, recognise and help employees who are struggling to care for parents with dementia”

“Tap into the personal experiences of their employees and management. Many people are touched by dementia.”

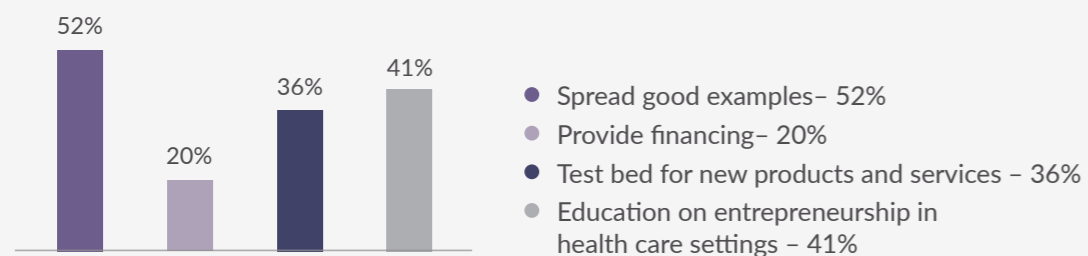
“All companies have values/mission statements - include commitment to inclusiveness & dementia awareness. Add actionable priorities. Measure.”

“Making it visible - education and awareness”

With scarce resources, what is your priority for dementia research?



How will YOU in your organisation promote a more innovative climate?



What sectors in society could transform to be more dementia friendly?





“SilviaBo is a shining example of how working together and collaborating across sectors can make even the largest projects possible.”

Her Majesty Queen Silvia of Sweden

After the meeting at the Royal Palace, participants visited the newly developed residences for couples where one individual lives with dementia - SilviaBo. It is a joint project initiated by Stiftelsen Silviahemmet, IKEA and BoKlok.

Summary

Dementia Forum X was organised for the second time on the 18th of May 2017 at the Royal Palace of Stockholm. The overarching goal of the meeting is to take action on and responsibility for the future global challenges related to the demographic change and the development of dementia related diseases.

Dementia Forum X was first organised under the patronage of Her Majesty Queen Silvia of Sweden. It is managed by Forum for Elderly Care and Swedish Care International and is arranged in collaboration with Karolinska Institutet, Swedish Dementia Centre, Stiftelsen Silviahemmet, Forte and other partners.

Minister Åsa Regnér opened Dementia Forum X by touching upon both the individual and the national perspectives on dementia issues. This was followed by interviews on stage with Trevor Brocklebank, Dr Shekhar Saxena, Surya Kolluri, George Vradenburg and Professor Miia Kivipelto, who are representatives of five different sectors - care, society, finance, business and research. Each interview ended with interactions between participants to reach a deeper understanding of the opportunities and difficulties that each sector faces.

The Swedish Alzheimer Foundation awarded two research grants, which were presented by Her Majesty Queen Silvia to Prof. Oskar Hansson and Ms Stina Syvänä́n respectively. For this we congratulate them and wish them the best of luck in their future careers.

After a networking lunch, all participants learned about current inspiring projects and tested new technology from around the world that benefit people living with dementia.

Sarah Lenz Lock, Marc Wortmann, Emily Holzhausen OBE and Dr Yves Joannette contributed to the Big Picture Dialogue session by answering questions of great importance from stakeholders from around the world.

Later, through an online interactive platform, all participants had the opportunity to share their view on six questions that had been raised during the day. Topics were focused on innovation, dementia awareness, research priority, care careers and adapting sectors to become more dementia friendly.

H.M. Queen Silvia of Sweden, the Keynote speaker at Dementia Forum X, concluded the meeting at the Royal Palace by sharing her own thoughts on the developments since the previous Dementia Forum X in 2015.

Thereafter, all participants were invited to Drottningholm and Stiftelsen Silviahemmet to see and learn more about SilviaBo, a new living concept for people living with dementia. The entire programme concluded with a joint dinner at Fotografiska museum in the presence of H.M. Queen Silvia of Sweden and H.M. Queen Sofóa of Spain.

We hope that all participants left the meeting with new ideas and are now inspired to further collaborate across sectors. We look forward to welcoming you to the next Dementia Forum X in 2019.

Dementiaforum.org and other projects

Dementiaforum.org

Dementiaforum.org, together with the biannual meeting Dementia Forum X, is a part of a global project created by Swedish Care International, Forum for Elderly Care and partners. Dementiaforum.org is created for relatives and caregivers in dementia care with the aim to support, provide knowledge and help to find the best solutions for every day care in order to increase their quality of life.

Global Elderly Care Performance Report

Inspired by the World Economic Forum's annual survey of countries' performance and competitiveness, Swedish Care International is establishing a biannual measure of the effectiveness and efforts in managing the ageing population across various countries in relation to Dementia Forum X. If you would like to be part of this project, you will be able to contribute your inputs via: <https://goo.gl/HXdpXI>.

Smartphone & tablet applications

Currently we offer three free of charge mobile applications: Elderly Care, Dementia Support and Memory Box, which are full of useful information for people affected by dementia and caregivers. In addition, we are soon to launch a new pre-diagnostic mobile application Geras, presented during the second Dementia Forum X, which will allow many to speed up the diagnosis process in a more personalised, accurate and easy to use manner.

Swedish education and training

Swedish Care International strives to make good elderly and dementia care based on Silviahemmet's care philosophy and the Swedish experience available internationally by offering a wide range of training programs and courses. The programs are directed towards family carers, nursing homes managers, nurses, doctors as well as personnel of private businesses. Feel free to contact info@sci.se for more information.



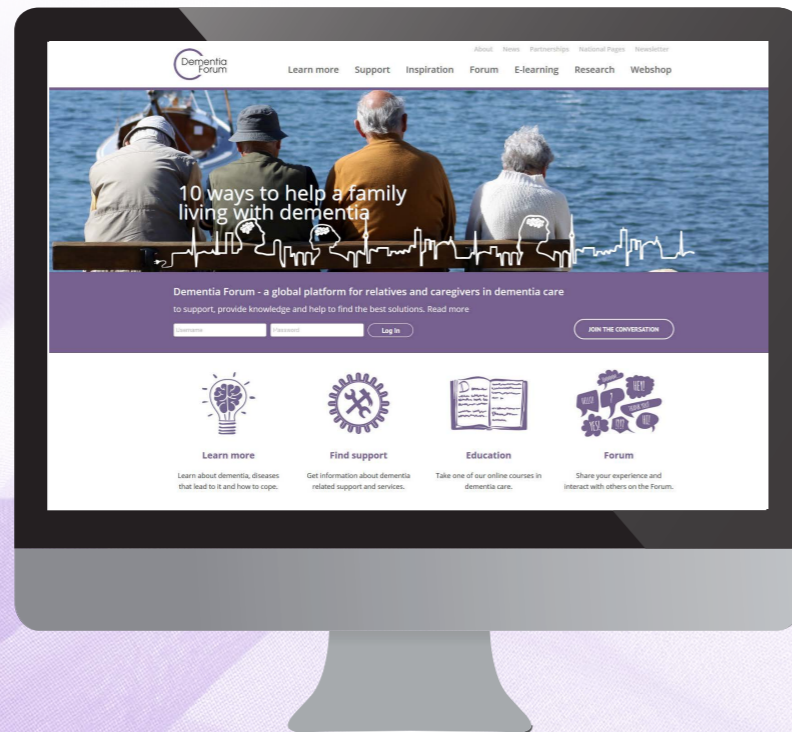
Dementia Support
Mobile App
www.dementiasupport.se



Elderly Care
Mobile App
www.elderlycareapp.com



Memory Box!
Mobile App
www.memoryboxapp.org



Thank you note



Dementia Forum X has once again shown that sharing experiences and ideas across a diverse group of individuals, who are deeply engaged in the dementia field, has the power to make significant progress towards a dementia friendly society. Your contribution in collaborating and interest in finding solutions have led to a truly inspiring and unique event.

Thanks to you, Dementia Forum X will continue to be an occasion where creative action on dementia is initiated and advanced. We would also like to thank all our partners who made Dementia Forum X possible. May this meeting encourage you in your everyday work, so that our conversations and ideas become tangible projects and results in the near future.

**Thank you for being part
of Dementia Forum X!**





Partners

Organised by:

FORUM FOR
ELDERLY CARE

Founding Partner:



Collaboration Partners:



Partners:



Participant list

H.M. Queen Silvia of Sweden
H.M. Queen Sofia of Spain
H.R.H Princess Sofia of Sweden
H.E. Ms Thyra Frank, Minister for Senior Citizens, Danish Government
H.E. Ms Åsa Regnér, Minister for Children, the Elderly and Gender Equality, Swedish Government
H.E. Mr David Cairns, Ambassador, British Embassy Stockholm
H.E. Mr Gabriel Busquets, Ambassador, Embassy of Spain
H.E. Mr Jonathan Kenna, Ambassador, Embassy of Australia
H.E. Mr Jun Yamazaki, Ambassador, Embassy of Japan
H.E. Mr Marcos Pinta Gama, Ambassador, Embassy of Brazil
Mr Adolfo Tamames, CEO, NEAT Group
Ms Alison Lawrence, Director Public Affairs, Europe (Interim), Otsuka Pharmaceutical Europe Ltd.
Mr Anders Kristensson, General Manager Northern European Cluster, Eli Lilly and Company
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Prof. Andrea Pfeifer, Chief Executive Officer, AC Immune
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Mrs Ann-Charlotte Stjerna, CEO, Skandia Insurance Company Ltd.
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Mr Bo Mattsson, Owner, Bemit AB
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Ms Carrie McGee, Assistant Director, Community and Access Programs, Department of Education, The Museum of Modern Art
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Mr Dan Wieberg, International Public Relations Director, Home Instead Senior Care
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Ms Ewa Stålldal, Senior Advisor, Swedish Care International
Mr Falk H. Miekley, Director, Springer Medizin Verlag GmbH
Mr Fred Wennerholm, Board member, Dr Åke Olsson Foundation
Mr George Vradenburg, Chairman, Convener, Usagainstalzheimer's, Global CEO Initiative on Alzheimer's Disease
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Mr Hans Lingegård, Marketing Director, Solutions and Innovation, Arjohuntleigh Getinge Group
Mr Hiroshi Nishino, Executive Director & Founder, Proseed
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Ms Nisha Pillai, Moderator
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The background of the entire page is a close-up, artistic photograph of flowing, translucent purple fabric. The fabric is draped and folded, creating deep shadows and bright highlights that give it a sense of movement and texture. The color is a soft, muted purple, ranging from light lavender to a slightly darker shade in the folds.

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Contact us: info@dementiaforumx.org