

Projet FP7 – Pegaso



Nom du projet	Personalised Guidance Services for Optimising lifestyle in teenagers through awareness, motivation and engagement – Pegaso
Call	FP7-ICT-2013-10
Type de projet	Collaborative project (generic)
Rôle de la HES-SO	Participant
Chercheur impliqué	Elena Mugellini (EIA-FR)
Participants	Politecnico di Milano (Italy) – Coordinateur ; University of Edinburgh (United Kingdom) ; FUNDACIO PRIVADA BARCELONA DIGITAL CENTRE TECNOLOGIC (Spain) ; Lifegate SPA (Italy) ; Ropardo Srl (Romania) ; University of Nottingham (United Kingdom) ; Lombardia Informatica S.P.A. (Italy) ; Universidad de Lleida (Spain) ; Coventry University (United Kingdom) ; Bildungsberatung Till Becker & Co GmbH (Germany) ; CSEM Centre Suisse d'Electronique et de microtechnique SA – Recherche et Développement (Switzerland) ; Consiglio Nazionale delle Ricerche (Italy) ; Agencia d'Informacio Avaluacio i Qualitat en Salut (Spain) ; Imaginary Srl (Italy) ; Haute Ecole Spécialisé de Suisse Occidentale (Switzerland) ; Neos SPA (Italy) ; Gruppo Sigla Srl (Italy)
Budget global	11 639 121 euro / financement UE : 8 934 000 euro
Durée	42 mois, début le 01.12.2013
Résumé	<p>Obesity and other lifestyle-related illness are among the top healthcare challenges in Europe. Obesity alone accounts for up to 7% of healthcare costs in the EU, as well as wider economy costs associated with lower productivity, lost output and premature death. Obesity in younger age is an alarming predictor for obesity in adulthood, but also entails short term health complications in juvenile age along with greater risk of social and psychological problems.</p> <p>Knowing how to stay healthy is not enough to motivate individuals to adopt healthy lifestyles, but relevant progress can be achieved through the use of incentives delivered through a combination of processes and mobile technologies.</p> <p>Recognizing the effectiveness of this approach, the PEGASO project will develop a multi-dimensional cross-disciplinary ICT system that will exploit sophisticated game mechanics to motivate behavioural changes towards healthier lifestyles and prevent overweight and obesity in the younger population.</p> <p>The project relies on ICT technologies to implement a framework for the promotion of an health service based on three main features: individual&environmental monitoring, including wearable sensors,</p>

mobile phone and multimedia diaries for the acquisition of physical, physiological and behavioural attributes of participants; feedback to the user, presenting personalised healthy options for alternative lifestyles; social connectivity, encouraging involvement in social network experience sharing and social engagement. For the system development, a user centred approach, social and networked games and online education will be used. PEGASO will be tested with over 300 adolescents in three EU member states (Spain, Italy, UK).

The development of PEGASO project will mobilize a wide stakeholders' ecosystem contributed by National Health Authorities and Research Institutions, Industries and Academia from the ICT and healthcare sectors, as well as food companies and SMEs...

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