



The **Silver Economy Awards**
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International Day of Older Persons 2017

Silver Economy Awards support Talents, Contributions and Participation of Older Persons in Society

1 October 2017

The 2017 theme of the International Day of Older Persons is crucial to build an inclusive, fair, and sustainable future for us all. The Silver Economy Awards are meant to support this call, by tapping of talents, contributions and participation of older persons in society.

As outlined by the United Nations, *“preparing for an ageing population is vital to the achievement of the integrated 2030 Agenda (for Sustainable Development), with ageing cutting across the goals on poverty eradication, good health, gender equality, economic growth, reduced inequalities and sustainable cities”*.

The Silver Economy Awards will contribute to these efforts by promoting & rewarding innovative solutions led by public authorities, businesses, and civil society organisations from across Europe. Applications are welcomed from the broad spectrum of areas that make up the European Silver Economy including those supporting older persons’ civic and social participation.

Ensuring that everyone, regardless of age, can participate in the society is not only essential to older persons’ well-being, but also imperative for building a more sustainable and fair society. We look forward to receiving applications showcasing innovative ICT-based products and services supporting this pledge.

Online submissions are open **until 15 November 2017**. More information, including details of the application process, criteria and support webinars is available at www.silvereconomyawards.eu.

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