The
Silver Economy Awards
Powered by SEED

SEED - Supporting the recognition of the Silver Economy in Europe in the Digital Era

Deliverable 2.4

Award Scheme Process Manual

Document information

Organisation responsible

empirica

Authors

Sonja Müller (empirica), Lutz Kubitschke (empirica), Martina Böll (empirica)

Contributing partners

Julia Wadoux (AGE), Anne-Sophie Parent (AGE), Javier Ganzarain (AGE), Nhu Tram (AGE), Cristina Sanchez (PAU)

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V0.2	25.05. 2017	Added eligibility check section	empirica	AGE
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Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Table of Contents

1 Executive Summary

This is the fourth report of the second workpackage in SEED, detailing the processes to be adhered by the Awards Secretariat and all evaluators throughout the whole evaluation process of applications. This includes the following processes:

- Application submission and eligibility check of applications received,
- Ranking of eligible applications ("peer-review phase"),
- Pre-selection phase,
- Final selection of a winner per category by the High-Level Jury.

The primary target group of this manual is the Award Secretariat that is currently run by AGE, but planned to be overtaken by the Covenant on Demographic Change in the future.

Contents of this deliverable are closely connected with D2.5 "Application processing tools" as well as D3.1 "Award Secretariat Set-Up Report" and D3.2 "Awards Secretariat Activity Report".

2 Summary of Assessment Process

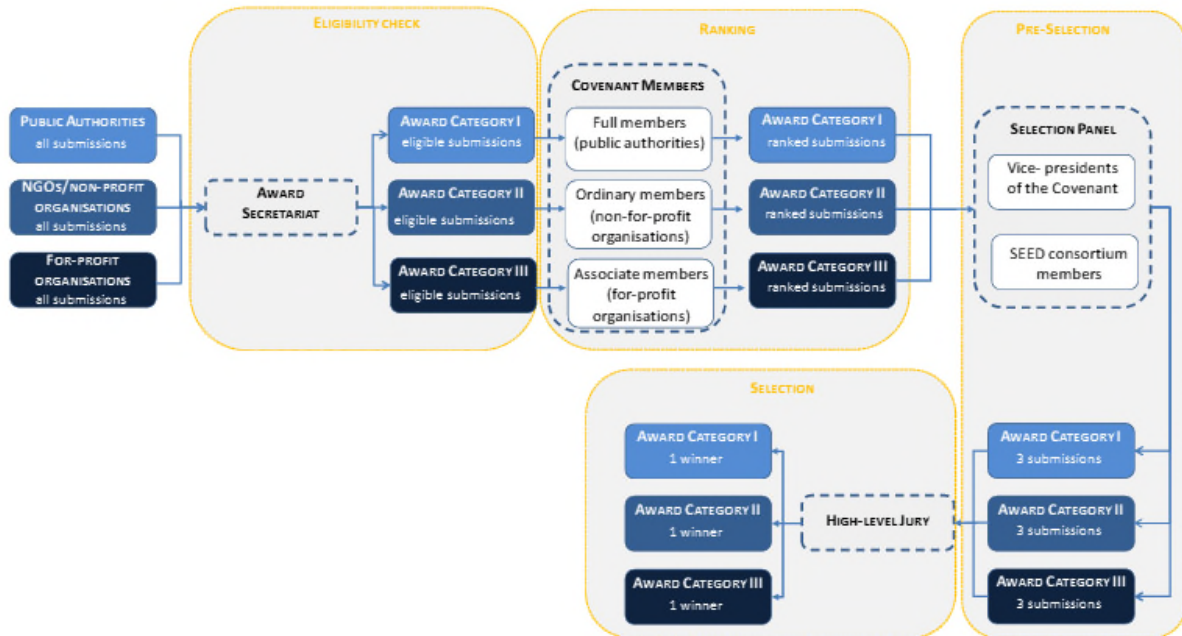The assessment process reflects a four-staged approach as graphically summarised by Figure 1 and laid out in D1.2.

Figure 1- Overview of assessment process

Overall, four assessment steps are to be carried out as follows:

- *Step 0 (Eligibility check):* All applications undergo an eligibility screening to ensure that applications proceeding to the next step are complete and meet the eligibility criteria defined and described in the Terms & Conditions available to all applicants on the dedicated website.

- *Step I (Ranking):* In a second step, all eligible applications are ranked according to a detailed set of assessment criteria described in D1.2. At the end, only 10 applications per award category will be selected for the next selection phase. This initial peer-review is carried out by members of the Covenant on Demographic Change as follows:

    a) Applications received under Silver Economy Award category I (public authorities) will be reviewed by full members (composed of public authorities only) of the Covenant on Demographic Change.

    b) Applications received under Silver Economy Award category II (not-for-profit non-governmental actors) will be reviewed by ordinary members (composed of not-for-profit stakeholders only) of the Covenant on Demographic Change.

    c) Applications received under Silver Economy Award category III (for-profit actors) will be reviewed by associate members (composed of for-profit stakeholders only) the Covenant on Demographic Change.

- *Step II (Pre-selection):* A pre-selection panel further selects the best three applications in each award category. The panel is composed of the two Vice-Presidents of the Covenant on Demographic Change (one is a public authority elected by full members, the other one is a not-for-profit actor elected by the ordinary members) and nominated representatives of the SEED consortium partners, including members of the Awards Secretariat who didn't take part in the eligibility check phase.

- *Step III (Selection):* The final selection of the winners is done by the high level EU Jury.

The legitimacy and transparency of this staged selection process is facilitated by involving a comparatively large number of individuals into the overall selection process. Also, the "level playing field" mentioned in relation to competing applicants will be guaranteed in relation to those involved in the selection process, at least when it comes to peer reviews under Step I. By introducing a further intermediate selection Step II, the operational burden for high level jury members will be brought down to a manageable level. Against the background of experiences gained by individual consortium members through their participation in comparable award selection procedures, this aspect deserves sufficient attention right from the beginning if relevant candidates are to be convinced to participate not only for the first award edition, but for subsequent editions as well. It also allows a fair and thorough evaluation of all applications within a reasonable time span.

3 Summary of responsibilities of the Award Secretariat

Members of the Awards Secretariat are responsible for the management of applications and communication with evaluators throughout the whole assessment process, i.e. from submission until final selection of winners and finalists. Responsibilities of the Awards Secretariat in that regard are manifold and summarised in the table below, before we describe them stepwise in the next chapters. For the duration of SEED (i.e. the preparation and conduction of the first edition), responsibility for dissemination and marketing are with PAU. However, after the take-over of the award scheme by the Covenant on Demographic Change, these tasks also have to be taken over by the Awards Secretariat.

Phase	Tasks/ Responsibilities
Management of the Awards Call and application submission process	• Support to applicants, dedicated mailbox and support in case of problems when applicants register • Call launch • Main point of contact for applicants and other individuals and organisations expressing interest in the awards • Improvement of application process if needed (future activity) • Maintenance of the online application form (future activity) • Technical support in case of problems during application submission (future activity)
Management of the assessment & selection process	**General** • Recruitment of evaluators for each phase of the assessment process, including provision of respective guidelines • Support in case of problems when evaluator registers • Assignment of applications to reviewers and "Transfer" of applications from one phase in the assessment process to the next through the online application tool **Eligibility check** • Conduction of eligility check of each application received • Conduction of initial ethics check • Information of applicants about results of the eligibility check **Peer-review phase** • Assignment of two peer-reviewers from the Covenant on Demographic change to each eligible application • Re-assign applications to new evaluator in case of conflict of interest • "Transfer" of 10 best applications per category to the next phase **Pre-selection phase** • Assignment of two evaluators to each application • Re-assign applications to new evaluator in case of conflict of interest • "Transfer" of 3 best applications per category to the next phase **Final selection** • Invitation and follow-up of high-level jury members

4 Management of the Awards Call and application submission process

4.1 Awards call

The Awards Secretariat officially launches the call for applications for the Silver Economy Awards and furthers the announcement thereof via the various dissemination channels:

- Website
- Social media
- Newsletters
- Participation to events
- Webinars
- Direct contacts via email and phone.

These activities are carried out, during the SEED project, by different partners, but need to be taken over by the Covenant on Demographic Change, which is supposed to run the Awards Secretariat after SEED and on the longer run.

4.2 Applicant registration and application submission process

All applications for the Silver Economy Awards are exclusively submitted online on http://silvereconomyawards.eu.

Applicants have to login (if they already have an account) or register online first (if they don't have an account yet) before they can submit an application.

Figure 2 - Login form

If the applicant doesn't have a user account yet and clicks on "Register now", they will get an invitation to create a new user account via the following registration form:

Figure 3 - Registration form

After creating a new user account, the registrant receives an email with a user name and log-in details that they use for submitting an application. With these details, they can click on "Log in" in the registration form. After successful registration, the user can the apply for a new application following the link http://silvereconomyawards.eu/apply.

The online application form comprises a number of mandatory reporting fields to be completed by the applicants in English language. This includes information on the submitting organisation and the solution itself. Applicants are further able to upload additional visual material such as a video or photo to support and illustrate their solution.

The online submission tool is set up to offer the opportunity to save daft versions prior to the final submission of the application. Once the application is submitted no further changes are possible. Subsequently, an automatically generated email is sent out to the applicant confirming the submission. Screenshots that illustrate the application process can be found in D2.5. The submission process finishes with an explicit consent declaration referring to the acceptance of Awards' Terms and Conditions, which is to be signed by each applicant in order to be able to save and submit the application.

Figure 4 – Agreeing to the Terms & Conditions

Applicants can access the Terms and Conditions via the "Apply", "How to apply" section of the Silver Economy Website and via an embedded link at the end of the application submission form. The document provides general information on the Awards, such as background and timeline, details on the application and evaluation process, and delineate the Award's policies on data management. The latest version of the Silver Economy Awards 2018 Terms and Conditions is attached in Annex I.

5 Management of the assessment & selection process

5.1 Phase 0 - Eligibility check

All applications submitted for the Silver Economy Awards undergo an eligibility screening to ensure that applications proceeding to the next steps are complete and meet the eligibility criteria described in the Terms & Conditions document that is publicly available, and to which all applicants have also agreed.

The eligibility check constitutes one of the core responsibilities of the Awards Secretariat in this phase and is conducted continuously throughout the duration of the application phase. This process involves five key tasks to be performed by the Secretariat within four weeks after an application has been submitted, including the:

- Checking of the eligibility of each application following the eligibility check form.

- Adding internal comments that will be shared with the rest of the evaluators.

- Clear justification of the results of the eligibility check for each eligibility criterion separately.

- Preparation of a written official reply in English summarising the justification of results for each eligibility criterion separately.

- Conduction of the initial ethics assessment following the ethics briefing document.

- Documentation of perceived ethics-related issues for further consideration during the remainder of the application assessment process, rather than immediately declaring the application concerned as being not eligible.

5.1.1 Registration and assessment policies

Awards Secretariat members who have been allocated the responsibility of performing the eligibility check have to register as "reviewers" and login via the online application processing tool.

The registration is supplemented by two agreements, a conflict of interest and a confidential disclosure agreement, which Awards Secretariat members have to sign electronically before being granted access to the applications. By clicking on the "I agree" button, the reviewer confirms his or her absence of conflict of interest and to comply with the confidentiality policy for evaluators of the Silver Economy Awards. A reviewer can indicate a conflict of interest for a certain application at any time of the process.

Conflict of Interest Form

The form has been developed to ensure the implementation of a fair award process with respect to application management. In view of this objective, it is necessary to check all evaluators involved in the Silver Economy Awards, including the reviewers of the Award Secretariat, for a potential conflict of interest that might compromise their impartiality. As specified in D8.2 a conflict of interest exists if an evaluator:

- was involved in the preparation of the application;

- was involved in the development of the solution that is subject to the application;

- benefits directly or indirectly if an application is accepted;

- has a close family or personal relationship with any person involved in the development of the solution subject to the application;

- is a director, trustee or partner or is in any way involved in the management of an applicant;

- is involved in a contract or grant agreement, grant decision, membership of management structures (e.g. member of management or advisory board etc.) or research collaboration with an applicant or a fellow researcher, or had been so in the last three years;

- is employed or contracted by the applicant or any named party involved in the application; or had been so in the last three years;

- is a H2020 or AAL National Contact Point or a member of a H2020 or AAL programme committee.

- is in any other situation that could cast doubt on their ability to participate in the evaluation of the application impartially, or that could reasonably appear to do so in the eyes of an external third party.

After registration Awards Secretariat reviewers and all other individuals involved in the evaluation process, are directed to the conflict of interest agreement, which they have to sign electronically. The electronic signature works via the ticking of a box by which each evaluator agrees to disclose any potential conflict of interest to the Awards Secretariat and to complete a separate disclosing declaration for each application assessed.

This declarative process has to be completed before the Secretariat member (or any other evaluator during the process) can submit his or her evaluation of the application.

Confidentiality Agreement

Besides aiming to ensure an impartial evaluation of applications, application management is directed towards a safe and at the same time transparent processing of application related data. Therefore all evaluators have to electronically sign a confidential disclosure agreement, which, similar to the conflict of interest agreement, is displayed upon finalisation of the evaluator's registration. This confidentiality form delineates and regulates the proper treatment of confidential information by individuals involved in the assessment of applications for the awards. By signing the form via the ticking of a box, evaluators and members of the Awards Secretariat agree to not disclose but protect confidential information, and to take reasonable measures to maintain the secrecy thereof. The agreement further includes treating information on selection results strictly confidential.

5.1.2 Eligibility check process

Landing page

Once having entered the login information and confirming the application management agreements, the Awards Secretariat reviewer is directed to the "Eligibility Check Process"

page. This landing page provides an overview of all applications submitted at the time of accessing the page, and their status in relation to the eligibility check. Reviewers are provided application related information including application ID, application title, logo and the deployment domain(s) selected for the solution, which can be further used to search and/or rearrange the list by choosing corresponding filters. Only applications with the status "Pending" or "In progress" are editable, while "finished" applications are blocked from editing, so no new comments can be added nor their status can be changed.

Eligibility check

Applications that have not been assessed are indicated by the status "Pending" and are to be edited by clicking on the "edit" button. The reviewer is then redirected to the evaluation page displaying the complete application and the evaluation field on two parallel vertical areas in the screen.

The right vertical area of the screen includes at the bottom a space where the reviewers can internally share opinions and comments. This information will not be shared with the applicant.

The reviewer evaluates the eligibility of the application according to its completeness and six basic criteria to be met by the application in order to be considered eligible. These eligibility criteria, as described within the Terms & Conditions, are:

1. For being eligible applications must be written in English.
2. For being eligible, applications must be submitted by a legal based entity in the EU or in an EU associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia)
3. For being eligible, solutions proposed for the Awards shall be implemented in the EU or in an EU associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia)
4. For being eligible, applications must address one or more discernible needs and/or aspirations of those aged 50+, thereby relating to typically experienced age-related life courses.
5. For being eligible, applications must pursue at least one type of innovation with help of ICT, i.e. product/service innovation and/or business model innovation and/or social innovation.
6. As a minimum requirement regarding deployment prospects, applicants must at least be capable of identifying opportunities for uptake of the innovation pursued within a discernible deployment domain or market segment.

All criteria must be met for an application to be eligible.

Each eligibility criterion has to be assessed individually. In case an application being assessed does not meet a criterion, the reviewer marks the eligibility as "No" and documents the reason in the "Official Reply" text field of the evaluation field, thereby generating a coherent explanatory statement. On the contrary, the eligibility of an application is marked as "Yes". By setting the "Status" as "In progress", the reviewer can save the evaluation and,

when necessary, re-edit it at a different time. The evaluation can be completed by setting the status as "Finished" and clicking on save. The application will then appear as "Finished" on the eligibility landing page and is blocked from further eligibility editing.

Figure 5 – Eligibility check form

For the eligibility phase two automatic email template messages have been developed. Once for the case the application is eligible and one for the case it is not eligible. These templates will be personalised with the name of the applicant and the title or ID of the application, right after finalising the eligibility check and saving the evaluation. In case of non eligibility, the "Official reply", which informs the applicant about the motive of rejection of the submission, will also be inserted within the text of the template. The resulting emails will be automatically sent to the respective applicant, in order to communicate the final results of the eligibility check to the applicant.

The eligibility check is conducted online via a tailored application processing tool. D2.5 "Application processing tools" elaborates on the details of the technical infrastructure developed for this purpose.

The flowchart overleaf (See figure 6) provides a guideline overview of decisions to be taken in the course of the evaluation of an application's eligibility.
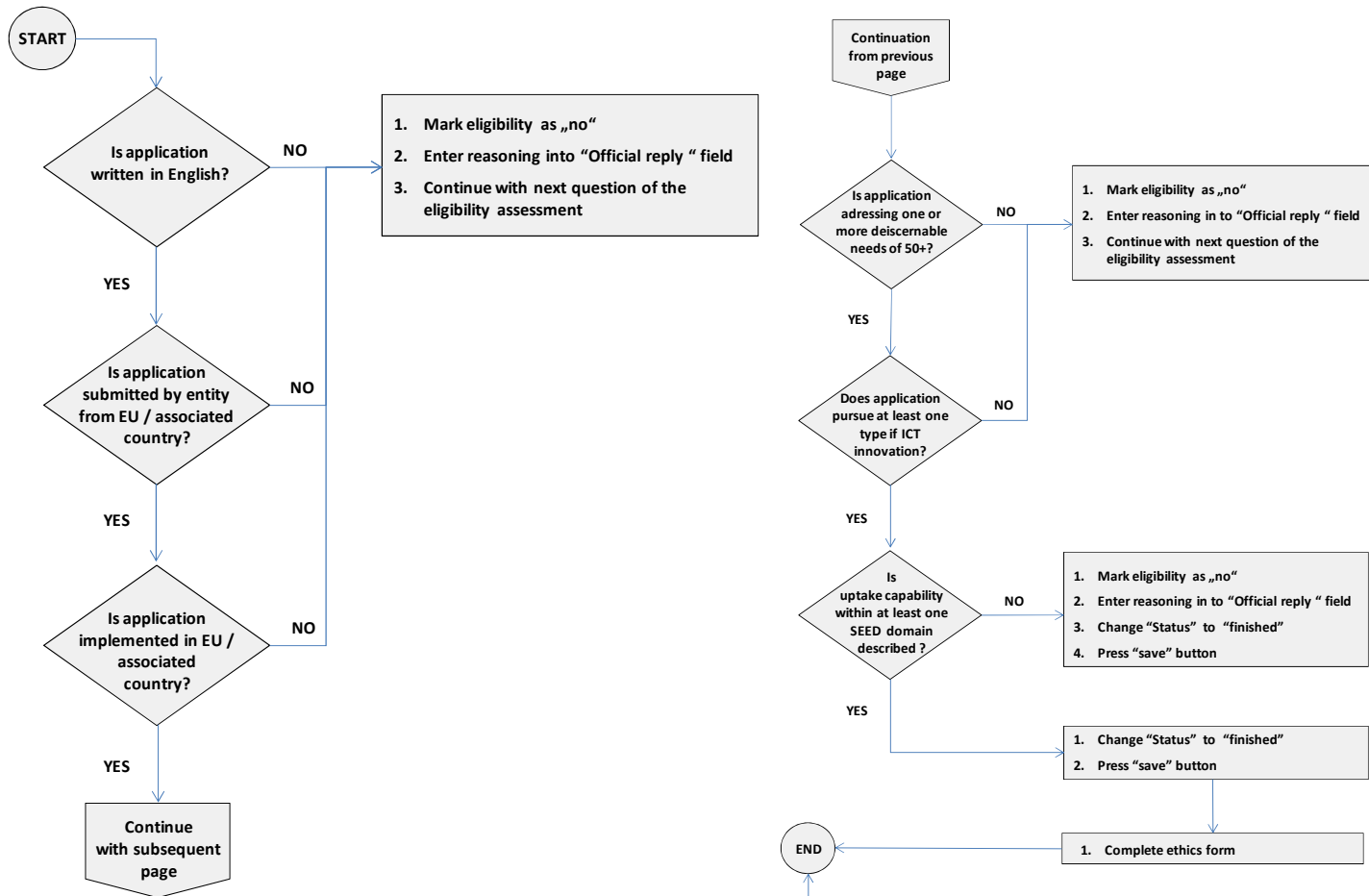
Figure 6 - Eligibility assessment process flow chart

If during the eligibility assessment members of the Awards Secretariat feel the application might present some potential threats to commonly accepted ethics principles, they should document the perceived ethics threats for further consideration during the remainder of the application assessment process. In particular, the following ethics principles should not be violated by an application:

- **The principle of autonomy**: The idea behind the principle of autonomy is that the decisions and choices of grown-up persons need to be respected and not interfered with. In practical terms, it is to be assessed whether a person's right to make choices, to hold views, and to take actions based on personal values and beliefs might not be appropriately acknowledged by the application in question.
- **The principle of beneficence:** The idea behind the principle of beneficence is that we ought to do other persons good. It is to be assessed whether the application in question is intended to provide benefits to persons and contribute to their welfare, i.e. whether it refers to any actions done for the benefit of others.
- **The principle of non-malfeasance**: The idea behind the principle of non-maleficence is to avoiding doing harm and harming other persons with our actions. More practically, it is to be assessed whether the obligation not to inflict harm intentionally might be violated by the application in question (guiding maxim: "First, do no harm").
- **The principle of justice:** Justice is about the distribution of benefits and burdens and finding a just way of doing so. Often justice is simply referred to in terms of fairness. More practically, it is to be assessed whether persons are treated equitably and whether benefits/burdens are fairly distributed.
- **The principle of non-discrimination and equality:** Here, it is to be assessed whether invidious discrimination occurs rather than appropriate differentiation. Invidious discrimination occurs when a person or organisation treats others unfavorably because of their particular attributes, whether that be a person's sex, sexual orientation, marital status, race etc. In contrast, appropriate differentiation would allow, for example, without claims of discrimination, segregated services for men and women because a reasonable and objective explanation can be developed in these cases.

To this end a form is completed by the Awards Secretariat for each application considered as eligible after the finalisation of the eligibility assessment process.

Ethics principle	Any potential ethical risk perceived?	If so: Description of perceived potential ethical risk

Autonomy	☐ yes ☐ no	If yes, please briefly describe in what way a person's right to make choices, to hold views, and to take actions based on personal values and beliefs might be put at risk by the application in question.
Beneficence	☐ yes ☐ no	If yes, please briefly describe in what way the general intention to provide benefits to persons and contribute to their welfare might be violated by the application in question.
Non-malfeasance	☐ yes ☐ no	If yes, please briefly describe in what way the obligation not to inflict harm intentionally might be violated by the application in question.
Justice	☐ yes ☐ no	If yes, please briefly describe in what way burdens and benefits associated with the application might be distributed in an unfair manner, or otherwise unfair practices might be associated with the application in question.
Non-discrimination	☐ yes ☐ no	If yes, please briefly describe in what way invidious discrimination might occur in relation to the application in question.
Other	☐ yes ☐ no	If yes, please briefly describe in what terms the application might present any other ethical risk, and which.

Table 1 - Ethics form

Communication of eligibility check outcomes to applicants

The eligibility check outcomes will be communicated to the applicants within four weeks after submission. After completion of the eligibility check by the reviewer, the results are send to the applicant in the form of an automatic email reply. This mail either confirms the eligibility of the application and its transfer to the ensuing evaluation processes, or informs about the rejection of the submission. Table 2 includes the template mails considered for the communication of the two possible outcomes.

If the application is not eligible, the email refers to the criteria delineated in the Silver Economy Awards Terms and Conditions and includes a reasoning statement from the "Official reply" field. Furthermore, in the case of rejection, applicants will also be informed on the option to submit a new application that meets the eligibility criteria.

Table 2 - Template emails for the communication of eligibility check results

Case I: **Confirmation**	Dear ApplicantName, Thank you very much for submitting an application for the 2018 Silver Economy Awards. We are delighted to inform you that your application ApplicationID has been accepted. Your application will now enter the selection process and you will receive further information once the shortlist is announced by the Award Secretariat in February 2018. In the meantime, should any questions arise, please do not hesitate to contact the <u>Awards Secretariat</u>. Sincerely, NameReviewer Silver Economy Awards Secretariat
Case II: **Rejection**	Dear ApplicantName, Thank you for submitting an application for the 2018 Silver Economy Awards. Members of the Awards Secretariat have carefully reviewed your ApplicationID and regret to inform you that your application is not eligible. As stated in our <u>Terms and Conditions</u> applications must comply with defined eligibility requirements: • For being eligible, applications must be written in English. • For being eligible, applications must be submitted by a legal entity based in the EU or in an EU Associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia). • For being eligible, solutions proposed for the Awards shall be implemented in the EU or in an Associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia). • For being eligible, applications must address one or more discernible needs and/or aspirations of those aged 50+, thereby relating to typically experienced age-related life courses. • For being eligible, applications must pursue at least one type of innovation with help of ICT, i.e. product/service innovation and/or business model innovation and/or social innovation. • As a minimum requirement regarding deployment prospects, applicants must at least be capable of identifying opportunities for uptake of the innovation pursued within a discernible deployment domain or market segment. With this background, the Awards Secretariat would like to share with you the following eligibility check result: ExplanatoryStatement We appreciate your interest in our awards and kindly encourage you to upload a new application that meets our eligibility criteria. Sincerely, NameReviewer Silver Economy Awards Secretariat

5.2 Phase I – Ranking ("Peer-review by members of the Covenant on Demographic Change")

Once the call for application is closed and the eligibility process finished, all eligible applications will be transferred to the next assessment step. This is being done manually by staff of the Awards Secretariat in the online application processing tool.

5.2.1 Recruitment of peer-reviewers from the Covenant on Demographic Change

Staff members of the Awards Secretariat are responsible for recruiting peer-reviewers from the Covenant on Demographic Change. This is being done by individual emails or phone calls.

5.2.2 Registration process for peer-reviewers

Once recruited, peer-reviewers need to register as evaluator in the application processing tool. This way, they obtain their user ID and log-in details.

Peer-reviewers register online as "Peer reviewer" for one of the following categories:

- Covenant Full member (composed of public authorities only)
- Covenant Ordinary member (composed of not-for profit stakeholders only)
- Covenant Associate member (composed of for-profit stakeholders only)

Since members of the Covenant on Demographic Change can also apply for the Awards, any conflicts of interest need to be avoided. Therefore, all peer-reviewers have to electronically sign a conflict of interest form upon registration, by which they further certify to indicate any risk for each application assessed separately. The declarative forms for conflict of interest corresponds with the agreements Award Secretariat members sign. A peer-reviewer can indicate a conflict of interest for a certain application at any time of the process.

Moreover, all evaluators have to electronically sign the confidentiality agreement. Their role is restricted to the assessment and evaluation of applications for the Awards and does not involve any purposes other than these (e.g. application data processing for marketing or communication purposes). Hence, all information regarding application and vote casts need to be treated strictly confidential.

5.2.3 Transfer and assignment

In order to initiate the peer-review process, Awards Secretariat members have to assign eligible applications to peer-reviewers of the same category. This assignment is performed in three steps as described hereafter:

1. **Filtering**: The tab "Peer reviewers stage" (Phase I) of the evaluation platform comprises two submenus: "All Assignations" and "Application assignment". The later "Application Assignment" displays all eligible applications on the left side and the individual peer reviewers on the right side of the screen.
   Each list can be filtered separately without altering the other list. This allows for a filtering according to specific criteria, enabling Awards Secretariat members to match

2. **Selecting**: After filtering, the Secretariat member has to take note of a corresponding peer reviewer ID (Column: "UID"). By ticking the box on the left side, next to the application ID, the Secretariat member selects the eligible application of a respective category.

3. **Executing**: Having selected applications, the Secretariat member executes the operation "Assign" by selecting the process in the "Operations" menu in order to assign eligible applications to the reviewer. After clicking on "Execute", the platform requires the ID of the peer reviewer to which the selected applications are to be assigned. By entering the UID into the text field and clicking on "Next", the online tool creates an official assignment and provides a visual confirmation to the Secretariat member.

Each application is manually assigned at least to two peer-reviewers, which is an additional measure to avoid conflicts of interest among jury members. The peer-reviewers are informed about which applications they have to evaluate by an automatically generated email.

In case a conflict of interest exists, Awards Secretariat members will be able to see this in the "Conflict" column of the "All Assignments" overview. Secretariat members will now have to re-assign this rejected application to another peer-reviewer. By clicking on "Check Peer reviewers", the Secretariat member is redirected to the assignment process, the "Application Assignment" tab, which is already filtered by the Application ID. This allows for an easy checking of all peer-reviewers assigned to this application and to assign an additional new reviewer, if necessary. For details on the technical process (and screenshots) please see D2.5.

Members of the Awards Secretariat can see which applications have been reviewed and which are still in the process of being reviewed. Awards Secretariat members can access the information of a finalised evaluation by clicking on the "View" button of the "Operations" column of the "All Assignments" overview.

5.2.4 Peer-review process

Applications received under Silver Economy Award category I (public authorities) will be reviewed by the full members (composed of public authorities only) of the Covenant on Demographic Change.

Applications received under Silver Economy Award category II (not-for-profit non-governmental actors) will be reviewed by the ordinary members (composed of not-for profit stakeholders only) of the Covenant on Demographic Change.

Applications received under Silver Economy Award category III (for-profit actors) will be reviewed by the associate members (composed of for-profit stakeholders only) of the Covenant on Demographic Change .

The peer-reviewing is carried out according to the common criteria defined in D1.2. Criteria are assessed referring to a point scale (0 – 30) which is augmented by a brief written

reasoning of the points assigned to the application in question. The detailed jury guidelines developed in D2.6 will support the peer-reviewers in their work and guide them through the different steps to be performed during the online evaluation. Furthermore, peer-reviewers check back on potential ethical risks.

5.2.5 Analysis and post-processing

Once all applications have been peer-reviewed twice by peer-reviewers from the Covenant on Demographic change, a list with all the applications and their scores ordered by their score, from higher to lower is generated automatically by the online application processing tool. The list includes the total score for each application and scores from each reviewer.

The Awards Secretariat has to then manually select for each of the three categories those 10 applications (the so-called shortlist) that run up to the next phase, so that they can intervene in case of even:

- **Filtering:** Awards Secretariat members screen the ranked applications according to one of the three award categories.

- **Selecting:** Awards Secretariat selects the ten best applications of the respective category by ticking a box for each application that shall run up.

- **Executing:** By clicking "Pass to pre-selection phase".

These three steps need to be performed for each of the award categories separately.

It is the responsibility of the Awards Secretariat to inform the shortlisted applicants via email that also includes a short explanation of the timing of next steps in the overall assessment process.

5.3 Phase II - Pre-Selection

A nominated pre-selection panel - consisting of members from the SEED consortium and the two vice presidents of the Covenant on Demographic Change - will pre-select the three best applications per category.

5.3.1 Recruitment of pre-selection panel

Staff members of the Awards Secretariat are responsible for recruiting the pre-selection panel. This is being done by individual emails or phone calls.

5.3.2 Registration process for pre-selection panel

Once recruited, members of the pre-selection panel need to register as evaluator in the application processing tool. This way, they obtain their user ID and log-in details.

Peer-reviewers register online as "pre-selection jury" for one of the categories:

- Public authority
- Not-for profit organisation

- For-profit organisation

Again, any conflict of interest needs to be avoided. Therefore, all pre-selection evaluators have to electronically sign a conflict of interest form upon registration, by which they further certify to indicate any risk for each application assessed separately. The declarative forms for conflict of interest corresponds with the agreements Award Secretariat members sign. A pre-selection jury member can indicate a conflict of interest for a certain application at any time of the process.

Moreover, all pre-selection jury members have to electronically sign the confidentiality agreement. The role of pre-selection jury members is restricted to the assessment and evaluation of applications for the Awards and does not involve any purposes other than these (e.g. application data processing for marketing or communication purposes). Hence, all information regarding application and vote casts need to be treated strictly confidential.

5.3.3 Transfer and assignment

In order to initiate the pre-selection process, Awards Secretariat members have to assign applications to pre-selection panel members of the same category. The Awards Secretariat manually assigns two evaluators (from the SEED consortium) to each application on the shortlist (i.e. 10 applications per category). Again, as in the peer-review phase, public authorities will evaluate applications for the public authority award category, non-for profit organisations will evaluate applications for the non-for profit organisation award category and for-profit organisations will evaluate applications for the for-profit award category.

Members of the pre-selection panel will automatically be informed via email about the applications they have to review. The email includes a link that automatically leads to the section in the application tool where they will see the applications that they have been assigned to.

5.3.4 Pre-selection process

Members of the SEED consortium will evaluate the applications first, before the two Vice Presidents come into play. The first thing that they will see at the beginning is a box to select in case there is a conflict of interest. In case there is, the Secretariat will receive a notification and they will reassign another application to the reviewer.

Each evaluator scores the applications following the assessment criteria (in the same way as peer-reviewers do in the previous phase). Evaluation is carried out according to the common set of evaluation criteria as listed previously, namely Innovation, Benefits, Economic value, Business model / Economic sustainability and Replicability / Scalability. Each reviewer provides a short reasoning on the scores given to a certain application by using the comment box. Evaluators also document questions that lend themselves for the pitch at the award ceremony by using the comment section. The Awards Secretariat collects these questions in an Excel sheet (generated by the system) and prepares a summary of the questions for the 9 finalists that will be invited to the Awards Ceremony. Two questions per application will be selected.

During the evaluation process, the pre-selection panel members can further access the total score and the comments made in the previous phase, but is not provided with information on scores given by fellow pre-selection evaluators.

After reviewers have assessed the applications assigned, the application processing tool generates a list with all the applications and their scores ordered by their score, from higher to lower. Applications are scored by the average of the two evaluators. Since each application is expected to be reviewed by at least two different reviewers, there will be a column that shows the total score, and another column with the scores from each reviewer.

After the evaluation by the SEED consortium members is completed, the two Vice-Presidents of the Covenant on Demographic Change are invited to review all applications. Invitation goes out via email by the Awards Secretariat members.

When the Vice-Presidents have done so, they confirm that via email to the Awards Secretariat and a consensus meeting (virtual) is arranged by the Awards Secretariat between the two Vice-Presidents and the other members of the pre-selection panel (i.e. the selected SEED consortium members). The outcome of the meeting is the pre-selection of 3 applications per category. Dedicated members of the Awards Secretariat do attend the meeting.

5.3.5 Analysis and post-processing

The analysis process is similar to the one of the previous phase. With the help of the "All assignment" tab Award Secretariat Members can monitor the assignments between pre-selection panel members and applications, detect rejected assignments due to conflict of interest and track the current state of each assessment.

The Awards Secretariat uses the application processing tool, concretely the "Ranking of applications", to select the 3 applications per category that reach the final phase of the evaluation process.

Members of the Awards Secretariat also inform the three finalists per category and invites them to the Awards Ceremony via email.

5.4 Phase III- Final Selection

The last step of the evaluation process is the assessment by the high-level EU jury, which conducts the final selection of one winner per award category.

5.4.1 Recruitment of the High-Level Jury

Staff members of the Award Secretariat are responsible for recruiting the members of the High Level Jury. This is being done by individual emails or phone calls. A list of candidates to be invited to join the jury has been submitted as part of D2.3. The jury is currently to be set up to be composed of seven members.

5.4.2 Registration process for pre-selection panel

Once recruited, members of the High-Level Jury need to register as High-Level evaluator in the application processing tool. This way, they obtain their user ID and log-in details.

Again, any conflict of interest needs to be avoided. Therefore, all High-Level Jury members have to electronically sign a conflict of interest form upon registration, by which they further certify to indicate any risk for each application assessed separately. The declarative forms for conflict of interest corresponds with the agreements Awards Secretariat members sign. A High-Level Jury member can indicate a conflict of interest for a certain application at any time of the process.

Moreover, all High-Level Jury members have to electronically sign the confidentiality agreement. The role of High-Level Jury members is restricted to the assessment and evaluation of applications for the Awards and does not involve any purposes other than these (e.g. application data processing for marketing or communication purposes). Hence, all information regarding application and vote casts need to be treated strictly confidential.

5.4.3 Transfer and assignment

Awards Secretariat members assign the nine applications that have passed the pre-selection to jury members of the last phase through the "High-Level Phase" menu of the online application processing tool, which comprises the submenus "Ranking of applications" and "All assignments".

Following the same structure as in Phase II, the tab "Ranking of applications" displays a list of applications, now tabulated by the total score of the pre-selection evaluation (Column "Score Pre-Selection"). The details of an application's evaluation are reviewed by clicking on respective evaluators' IDs (Column "Pre-Selection Details). In addition, the list provides information on the results of the peer reviewing phase.

5.4.4 Final selection process

Jury members carefully study all applications, the comments and scores made by predecessor evaluators, and evaluate them according to the previously discussed assessment criteria.

The winner for each category will be announced at the award ceremony.

5.4.5 Analysis and post-processing

Winners and runner-ups are then identified and honoured after a dedicated question-and-answer-pitch during the Silver Economy Awards ceremony in spring 2018.

Annex I - Silver Economy Awards 2018 Terms and Conditions

Terms and Conditions

These terms and conditions apply to applications submitted for the **Silver Economy Awards** operating on the Silver Economy Awards' website at www.silvereconomyawards.eu. By submitting an application, you agree to be bound by the following Terms and Conditions.

Applications can only be submitted through the online application form on the above mentioned website. Application forms must be completed in English. No other languages will be accepted. Only applications complying with the eligibility criteria will be accepted.

Your application will not be judged on its linguistic quality but on its content. It is the innovative dimension and the genuine added value of your ICT-related solution for your target group that will be decisive for your chances of winning the award.

The Awards Secretariat (info@silvereconomyawards.eu) is available to help you to clarify questions related to filling in the form.

Background

The Silver Economy Awards aim to catalyse a sustainable European digital Silver Economy movement by promoting and rewarding innovative products and solutions that have proved to improve the quality of life of people aged 50 and above.

The first edition of the Awards Scheme is organised by the SEED Project (www.silvereconomyawards.eu) (the "organiser"), a project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 727625. The Awards Secretariat is operated by AGE Platform Europe (http://www.age-platform.eu/).

Timeline

Applications must be submitted via the Silver Economy Awards' webpage at www.silvereconomyawards.eu **by 15 November 2017 at 23.59 CET**. Eligibility check will be done within 4 weeks upon receipt of your application. A three-staged evaluation process will take place between

December 1st and April 1st 2018. The Award finalists will be publicly announced on the 9th of April 2018 and will be invited to present their innovations during the Awards Ceremony, which is planned to be held in Brussels, Belgium in May 2018. The final decision of the winner for each of the categories will be taken and announced at the event.

The organiser reserves the right to change these dates if necessary.

Who can apply

Any innovator responding to the challenges and opportunities of our ageing populations with game-changing ICT-enabled solutions can apply. The Silver Economy Awards are open to submissions of ICT-related product, service and business innovations aimed at any age group over 50.

The Silver Economy Awards scheme covers three types of ICT-related innovation:

- Product & service innovation
- Business innovation
- Social innovation

Innovative solutions are welcomed from the broad spectrum of areas that make up the European Silver Economy including:

- Housing, Outdoor Spaces and Buildings
- Mobility, Tourism and Leisure
- Civic & Social Participation, Communication and Information
- Health & Long-term Care
- Wellbeing, Prevention & self-care
- Consumer Goods and Services
- Employment, Education & Training

Employees of any organisation involved in the SEED Project, or any of their subsidiary companies, agents or members of their families or households, are not eligible to apply for the Awards. This does not exclude employees of the sponsors, their subsidiaries and associated companies who are eligible to apply for the Awards.

Awards Categories

There are three Awards Categories:

- Public authority
- Non-for-profit organisation
- For-profit organisation

For each category, one application will be awarded.

How to take part

Complete and submit your application form online:

- Register on http://silvereconomyawards.eu/sea/register, receive an authorisation email and login on http://silvereconomyawards.eu/sea/login.

- Complete the fields (save as you go along); you can come back in and complete the application form later). Please note that draft applications can only be saved if mandatory fields marked with a * are filled in. You can enter "xxx" or any other substitute in order to be able to save a draft. All entries can be changed again when you revisit your draft application.

- You may upload some additional document, video, etc.

- Agree to the Terms and Conditions.

- Select status "submit" and click "Save" before 15 November 2017.

Evaluation process

The Silver Economy Awards winners will be selected in a three-step evaluation process:

- **Round 0:** All applications undergo an eligibility check performed by the Awards Secretariat. The eligibility check will be performed 4 weeks upon receipt of the application and applicants will be informed about the result.

- **Round I**: All eligible applications will be ranked by some peer Members of the Covenant on Demographic Change according to a detailed assessment of how the solution meets the evaluation criteria. Public authority Members will review the applications submitted in the public authorities category; non-for-profit organisation Members will review those submitted in the non-for-profit category; and for-profit organization Members will review those submitted for the for-profit category. The best 10 applications per category ("shortlist" of 30) are "transferred" to next phase of the evaluation process.

- **Round II**: A selection panel composed of the SEED consortium leaders and the two Vice-Presidents of the Covenant on Demographic Change will use the same evaluation criteria to select the three top-scoring applications ("Award finalists") in each Award Category.

- **Round III**: The EU High-level jury, using the same evaluation criteria, will do the final selection of the Award winners for each of the three Awards Categories.

The juries' decisions are final and SEED will not enter into any correspondence concerning the Awards selection process including, but not limited to, the selection of Award winners, announcement of results, and decisions on lack of eligibility or on disqualifications.

Eligibility criteria

- For being eligible, applications must be written in English.

- For being eligible, applications must be submitted by a legal entity based in the EU or in an EU Associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia).[1]

- For being eligible, solutions proposed for the Awards shall be implemented in the EU or in an Associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe

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[1] Source: http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf

Islands, Ukraine, Tunisia, Georgia, Armenia).[1]

- For being eligible, applications must address one or more discernible needs and/or aspirations of those aged 50+, thereby relating to typically experienced age-related life courses.

- For being eligible, applications must pursue at least one type of innovation with help of ICT, i.e. product/service innovation and/or business model innovation and/or social innovation.

- As a minimum requirement regarding deployment prospects, applicants must at least be capable of identifying opportunities for uptake of the innovation pursued within a discernible deployment domain or market segment.

Evaluation criteria

All evaluators to rank the applications will apply the following evaluation criteria. The criteria all have equal weighting:

- **Innovation** covers the innovative aspect of the solution. It may be an innovative product or service in itself, in the way ICT is employed, in terms of its business model, how it was co-created or co-designed, the stakeholders involved, the impact on society or any other way the solution is new or different.

- **Benefits** cover the impact on the target audience as well as any wider impact or benefits. The description should be clear about whether these are measured or projected and could cover, for example, participation in employment, social, economic, cultural, or civic affairs, as well as the ability to remain healthy and live independently.

- **Economic value** covers detail in what way the solution creates (or is expected to create) economic value. This can be expressed in financial terms or in terms of other resources and should be substantiated, wherever possible, with available evidence.

- **Maturity** covers the level of maturity of the solution both in terms of technology (whenever relevant) and market maturity. This should include whether the solution is at pilot stage or has been mainstreamed and could involve projected future deployments.

- **Business model/economic sustainability** covers the business model proposed for the solution, and whether economic sustainability has been achieved so far or how it is planned to be achieved, for instance:

  o When it comes to solutions developed by commercial organisations, profitability may be achievable through market revenues;

  o When it comes to solutions pursued by public bodies and non-profit NGOs, costs involved may be covered by public budgets, donations, subsidies, user co-payments or a combination of different funding sources;

- **Replicability and scalability** covers how, where and when the solution has been replicated/could be replicated beyond its original implementation, the benefits of scalability and how (in terms of process, costs, etc.) the solution would adapt to other cultural or geographical contexts.

Promotion and marketing

The names and applications of those submissions that make it to the shortlist, as well as the Award finalists and winners will be published on the website. They may also be requested to take part in promotional activity. By entering you agree that the organiser, potential sponsor(s) and members of the media have non-exclusive permission to use your application (except information you clearly indicated

as confidential) and/or your name, image and audio and/or visual recordings of you in any non-commercial publicity with due credit. End usage may include articles in newspapers / magazines / websites / social media posts / blogs / the showcase section of our website; printed materials at our Awards Ceremony; on-screen visuals at our ceremony; videos and photos displaying Award finalists and winners; and presentations related to these Silver Economy Awards.

Personal Data

Any data processing activities within the project will be carried out in accordance with currently applying European data protection legislation.

In particular, personal data collated through the project's application submission portal will only be used by the Awards Secretariat for interacting with the applicant in line with these Terms and Conditions. In part, data collated will be processed in anonymised form, e.g. for generating an overview of applications received by country or area. Personal data will not be disclosed to a third party without your prior written consent.

Use of images and information

By applying to the Silver Economy Awards, you confirm that you have produced the application entries yourself and you have not copied it. You further confirm that your application entries do not infringe any third party rights (including intellectual property and privacy rights). You declare that the information provided is true and agree to inform the organiser immediately of any change to the information provided including changes to your contact details on this email address info@silvereconomyawards.eu.

You agree that the organiser and third parties authorised on the behalf of the SEED coordinator empirica GmbH, including potential sponsors and media, may make your application information available for non-commercial marketing or internal communications purposes related solely to the Silver Economy Awards. Example usage includes newspapers / magazines / websites / social media posts / blogs / the showcase section of our website; printed materials at the Awards Ceremony; prints at exhibitions specifically related to the Awards; projected and on-screen visuals at the Awards Ceremony; videos and photos displaying Award finalists and winners; and presentations related to these Silver Economy Awards. At all times you retain full ownership and our usage is non-exclusive. If the organiser receives a request to display work outside of these forms, then the Awards Secretariat will contact you to request your explicit permission, giving full details of the mediums and materials where the organiser would like to use the submitted work.

Winners of the Silver Economy Awards agree to sign a release form in connection with their application, if requested by the organiser.

The organiser may also, in appropriate circumstances, and at its sole discretion, reject, edit, remove or disable access to application information that appear to be legally or otherwise problematic, e.g. infringe the copyright or other intellectual property or privacy rights of others, are defamatory, etc. or for any other reason deemed justified by the organiser. Notwithstanding the above, the organiser will endeavour to display all applications in the showcase section of its site. The organiser does not guarantee to display all applications, as it must assess each application for eligibility and suitability.

Responsibility for materials submitted

You are responsible for the legality, originality and copyright of the work submitted in your name.

By submitting your entry through the online application form, you hereby confirm you have the rights to distribute the content used in your application and that the content used does not violate any commercial and judicial EU regulations and national law in your country of residence.

You agree that your application:

- Does not use false contact information details or identifying details, impersonating any person in order to mislead the Silver Economy Awards jury;

- Does not violate the principle of autonomy, beneficence, non-maleficence, justice, non-discrimination and equality;

- Does not feature or use any images or words that contain nudity or are in any way untrue, misleading, distasteful, blasphemous, obscene, libellous, defamatory, indecent, harassing or threatening;

- Does not contain any personal details about another person who is not a credited creator of the work being entered (for example, their name, where they live or what they do);

- Does not break personal privacy regulations, infringe copyright and intellectual property rights, violate legal rights of any party or proprietary to a brand, an individual or a company (except you, the person submitting the work in his/her name);

- Does not contain any computer virus or other malware that may be harmful to the organiser's computer systems;

- Does clearly indicate any confidential information.

The organiser reserves the right to disqualify you and your application(s) if there are reasonable grounds to believe that you have breached any of the Terms and Conditions. The organiser reserves the right to delete any offending material and remove the corresponding entries from the Silver Economy Awards.

If you are disqualified from the Silver Economy Awards the organiser may select a replacement.

Liability

The organiser is not responsible for:

- Any damage, loss, injury or disappointment suffered by your application into the Silver Economy Awards or as a result of accepting one of the prizes;
- Any loss or damage that is not reasonably foreseeable;
- Any injury or damage to an entrant's or any other person's computer or digital systems relating to their participation in the Silver Economy Awards;
- Any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost, damaged or delayed as a result of server functions, technical issues, virus, bugs or other causes outside our reasonable control.

The organiser reserves the right to cancel or amend the Silver Economy Awards scheme or the Terms and Conditions if an event outside of our reasonable control occurs (e.g. a catastrophe, war, civil or military disturbance, force majeure). The organiser will display any changes on the website.

The decision of the organiser in relation to any dispute about these Terms and Conditions, conduct, results and all other matters relating to the Silver Economy Awards scheme is final and the organiser will not enter into correspondence.

Submitting your application implies that you have the legal authority to accept these Terms and Conditions.