

The
Silver Economy Awards
Powered by SEED

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

Deliverable 3.1

Award Secretariat Set Up Report



Document information

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Table of Contents

1	Executive Summary	4
2	Introduction	5
3	Overview of the Awards Secretariat’s tasks and resources	6
3.1	<i>Tasks to be carried out</i>	6
3.2	<i>Staff resources.....</i>	7
4	Management of the Awards Call and application process.....	9
4.1	<i>Awards call.....</i>	9
4.2	<i>Application process.....</i>	9
5	Management of the selection process	10
5.1	<i>Maintenance of the selection process</i>	10
5.2	<i>Eligibility Check.....</i>	10
5.3	<i>Juries and Evaluation Management.....</i>	11
5.3.1	<i>Recruitment of jury members.....</i>	11
5.3.2	<i>Application Assignment.....</i>	13
5.3.3	<i>Jury Briefing and Monitoring</i>	13
6	Communication and outreach management	14
6.1	<i>Communication tools and activities</i>	14
6.2	<i>Dissemination and networking activities.....</i>	14
6.3	<i>Awards ceremony</i>	14
6.4	<i>Sponsoring and patronage.....</i>	15
7	Conclusion	16



1 Executive Summary

The main objective of WP3 is to ensure that an efficient and tailored-to-purpose awards secretariat is setup and maintained after the first edition under the umbrella of the European Covenant on Demographic Change, thereby utilising the organisational and technical infrastructure developed in Work Package 2.

The Awards secretariat is built to support the implementation of the first awards edition as well as for subsequent editions of the awards after the end of the project, based on the conceptual and operational guidance prepared by WP1 and WP2, and in line with the sustainability concept and business model developed within the framework of WP6.

While it was planned to have this deliverable D3.1 ready end of May 2017, its preparation has been delayed notably due to the delays encountered while developing the technical infrastructure. Nonetheless it has had no consequences on the operational activities of the Secretariat which has carried out its tasks as planned.



2 Introduction

This deliverable details the way the Awards Secretariat is organised and the tasks assigned to it. While it is enshrined in the SEED project, it takes into account the long-term sustainability and the way this Secretariat will have to work in the future. This means that it refers to tasks which are currently covered by different partners in different work packages. This will be made clear throughout the document to ensure good readability but also its usefulness of this document for the future.

Starting with an overview of the Awards Secretariat's tasks and resources, the document details then the different responsibilities of the Awards Secretariat based gathered around three main pillars: (1) the management of the Awards Call and application process, (2) Management of the selection process and (3) Communication and outreach management.



3 Overview of the Awards Secretariat’s tasks and resources

Before entering the details of the different tasks and activities to be performed by the Awards Secretariat, this part will give an overview and also describe the current team managing the Awards Secretariat. What should be underlined is that after detailed discussions with the SEED partners, weighing advantages and disadvantages, it has been decided that the Awards Secretariat will mainly work in English. Indeed considering the current resources, it is not feasible to organise communication and activities in different EU languages without creating unfair conditions for the applicants. Though it is clear that being able to manage the Awards with different EU languages could help to attract more applications especially at local level.

3.1 Tasks to be carried out

The tasks to be coordinated by the Awards Secretariat are numerous. While we can make a pretty clear list of them, it is might important to bear in mind they will be carried out by different stakeholders during the lifespan of the SEED project and afterwards.

The following figure shows how the Awards Secretariat tasks are organised in the framework of the SEED project, indeed they are included in the different work packages and thus carried out by different partners:



Figure 1- Overview of tasks of the Award Secretariat during SEED



At the end of the SEED project, the tasks of the Awards Secretariat will remain similar and can easily be reorganised under three main pillars: (1) the management of the Awards Call and application process, (2) Management of the selection process and (3) Communication and outreach management:



Figure 2 - Overview of tasks of the Award Secretariat (take-over by Covenant on Demographic Change)

For the sake of clarity and also in view of the long-term perspective, the deliverable will be based on this figure.

3.2 Staff resources

During the lifespan of the SEED project, the Awards secretariat has been appointed to AGE Platform, with a key role for PAU as developer of the technical infrastructure. The following persons are involved in it:

Name	Task/Responsibility
Julia Wadoux (AGE)	<ul style="list-style-type: none"> Overall coordination of the Awards Secretariat
Javier Ganzarain (AGE)	<ul style="list-style-type: none"> Liaison for the development of the technical infrastructure
Nhu Tram (AGE)	<ul style="list-style-type: none"> Support to test the technical infrastructure Contact with applicants Support for the selection process



Name	Task/Responsibility
Ophélie Durand (AGE)	<ul style="list-style-type: none"> Supervision of the selection process, Support to communication, incl. contact database
Sandra Degelsegger (AGE)	<ul style="list-style-type: none"> Support for the selection process Support to communication, incl. contact database
Cristina Sanchez (PAU)	<ul style="list-style-type: none"> Liaison for the development of the technical infrastructure
José Llamas (PAU)	<ul style="list-style-type: none"> Development of the technical infrastructure

Table 1 - Award Secretariat staff members

After the end of the SEED project, this team will be adapted but it is too early to give a clear plan. The work to be done under WP6 regarding the subsequent Awards edition will be key to clarify this matter. Meanwhile considering the strong relationship between AGE Platform Europe and the Covenant on Demographic Change, the involvement of the latter in the Awards Secretariat is de facto ensured.



4 Management of the Awards Call and application process

The Awards Secretariat is in charge of management the Awards call, i.e. of its preparation and launch, as well as of the application process.

4.1 Awards call

Prior to the official launch of the call, the Award Secretariat is in charge of making sure the current functioning of the webpage and adapting its content, the current timeline and the Terms and Conditions that will apply to the current call, and moving the results of the last call (winners and ceremony pictures) to the corresponding section. 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, etc.). For the first Silver Economy Awards edition, these activities are described in detail in the deliverable D4.1 “First awards edition launching report”.

The Networking activities carried out under WP5 and led by Ljubljana are also a key support to the 1st Edition Awards Call since they help to disseminate the information through a wider network (for more details, please refer to D5.2 “First report on Advisory Board and networking activities”).

4.2 Application process

Considering the key role played by the Secretariat in launching the Awards Call, it is logically the main point of contact for applicants and other individuals and organisations expressing interest in the awards. As such, the Awards Secretariat responds to email inquiries that have been sent to the Secretariat’s official email address (info@silvereconomyawards.eu). Bilateral requests will be managed carefully in order not to put at risk the fairness of the Awards process.

As such the online application form has been designed in the best possible way to make it as clear as possible for applicants what information is required, they are also requested to acknowledge they have read the Terms & Conditions which clearly define the rules to be applied and the main steps of the process. Deliverable D2.4 “Awards scheme process manual” details the procedure and steps to be followed by the Awards Secretariat in that respect.

In addition to the direct contact to the Secretariat, webinars are organised to attract and support potential applicants. During the lifespan of the SEED project, they are organised and coordinated by Ljubljana as part of WP5 activities (For more details, please refer to D5.2 “First report on Advisory Board and networking activities”), the Awards Secretariat will have to carry on with this activity in the future. Last but not least the Awards Secretariat will have to take care of the maintenance of the online application process and eventually decide on future adaptations of the process and the tool accordingly.



5 Management of the selection process

This is the second pillar of the activities to be carried out by the Awards Secretariat. The selection process has been defined in WP1 and is built on three main stages in order to have the most balanced assessment possible, refer to D1.2 “Consolidated awards concept”. It has been further elaborated and operationalised under WP2. For full details about the technical interface works and the different steps to be followed by the Awards Secretariat, refer to D2.4 “Awards scheme manual process” and D2.5 “Application processing tools”.

5.1 Maintenance of the selection process

As explained above the whole selection process is supported by an online technical interface which should help to make it easier and more transparent as well. While it has been developed for this first edition of the Awards based on the reflection conducted during the first months of the SEED project, the system might need to be adapted in the future, based on the critical appraisal being undertaken in WP6. Hence, it will part of the Awards Secretariat assignment to adapt or implement new features, as well as simply maintain the existing system.

5.2 Eligibility Check

The eligibility check constitutes one of the chore responsibilities of the Award Secretariat and is conducted continuously throughout the duration of the application phase since its opening on 8 June 2017. This process involves five key tasks to be performed by the Secretariat, including the:

1. Checking of the eligibility of each application following the eligibility check form.
2. Clear justification of the results of the eligibility check for each eligibility criterion separately.
3. Preparation of a written comment in English summarising the justification of results for each eligibility criterion separately.
4. Conduction of the initial ethics assessment following the ethics briefing document.
5. 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.

Applications have to be assessed within four weeks after submission. The application phase will be open until 15 November 2017 which requires checking the eligibility of the last submissions to be completed by the mid of December.

The eligibility check is conducted online via the application processing platform developed by PAU. Awards Secretariat members who have been allocated the responsibility of performing the eligibility check have to login via the Awards website. Once having entered the access information, the Award Secretariat reviewer is directed towards a page, which displays the terms and conditions relevant for his or her role as an evaluator.



If during the eligibility assessment members of the Award 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.

The Awards Secretariat is further responsible to communicate eligibility check results to the applicants within four weeks after the application has been submitted. Two template emails have been designed, which are sent out as an automatic email reply after the eligibility check has been completed. This mail either confirms the eligibility of the application or informs the applicant about the rejection of the submission. In the latter case, the mail includes an explanatory statement into which the reviewer inserts the reasons for the rejection, and it encourages the applicant to submit a new application that meets the eligibility criteria.

5.3 Juries and Evaluation Management

As such the main tasks of the Awards Secretariat here is to set up and liaise with the three different “juries” to be involved in the assessment process. To avoid any conflict of interest and influence on the process, the Awards Secretariat staff won’t be involved in the assessment of applications received for the Silver Economy Awards but rather it will set up the juries and interact with them to smooth the process.

5.3.1 Recruitment of jury members

The selection process following the initial eligibility check is organised in three main phases, each performed by a separate jury panel. This multi-staged approach as depicted in the figure below, which involves a comparatively large number of individuals, ensures a balanced, independent and impartial selection process. The recruitment of each of these jury members and their appointment to a specific panel is facilitated by the Awards Secretariat. For each jury panel, the Award Secretariat pays attention to balance between the three different award categories and to make sure they are all represented in a fairly manner. The Award Secretariat further seeks gender balance throughout all steps of the selection process.

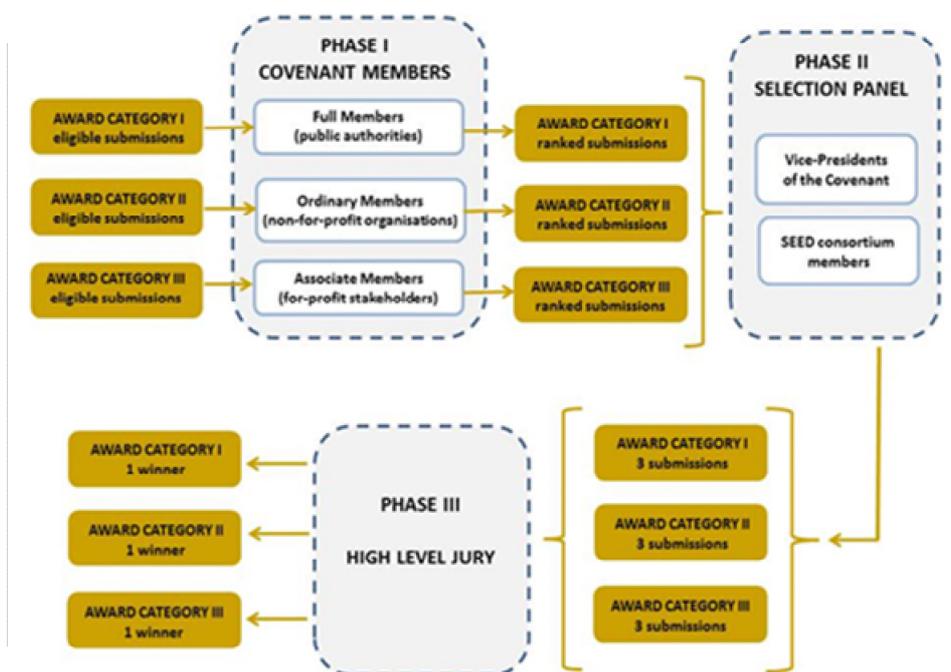


Figure 3 - Overview of selection process and jury panels involved

Phase 1 - Ranking:

- Peer reviewers: to be recruited among Covenant members
- Objective: obtain a suitable number of volunteers to peer review all eligible applications received in the three awards categories.
- Final list of peer reviewers: at the latest in November / early December 2017.

Phase 2 - Pre-selection

- Selection panel: composed of SEED consortium representatives and the two Vice-Presidents of the Covenant on Demographic Change
- Objective: guarantee a fair representativeness of the three main categories
- Final list of the selection panel members: at the latest in November/early December 2017

Phase 3 - Selection

- High-Level Jury: composed of 5 to 7 members, high level of publicity, knowledge linked to Silver Economy
- Objective: ensure visibility to the Awards and attractiveness for applicants
- High-Level Jury: should be appointed by October to support the communication effort.



5.3.2 Application Assignment

The application processing tool provides distinct functions to the various roles involved in the evaluation process. The role of the Awards Secretariat is to manage the evaluation of the applications in phase I to phase III with the help of the online tool. For this purpose, the online platform offers a menu set for the respective evaluation phase and allow the Awards Secretariat to assign the application to jury members in the best possible way. Indeed for Phase I (ranking) and Phase II (Pre-selection), the applications will be assigned per category to ensure a better evaluation. The Secretariat will be responsible for the assignment and for the transfer of applications from a phase to the next one. The full process is detailed in D2.4 “Award scheme manual process”.

5.3.3 Jury Briefing and Monitoring

The Awards Secretariat will ensure the liaison with the jury members and help them in carrying out their tasks in the best possible way. Based on D2.6 “Award scheme selection panels and EU jury guidelines”, the Awards Secretariat will provide jury members with a document summarising their tasks and how to proceed with the online system.

It will also make sure jury members know how to handle with confidentiality and potential conflict of interest. All jury members have been selected and approached according to an initial conflict of interest screening by the SEED project. However, in case any evaluator discovers prior to or during his/her work a circumstance that could represent a conflict of interest, this risk is immediately forwarded to the Awards Secretariat. The Awards Secretariat will then decide on the proper way of dealing with the risk of conflict of interest and on how to proceed with this particular jury member.

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.



6 Communication and outreach management

This communication and outreach management gather transversal tasks which are key to support the whole Silver Economy Awards from the website to the Awards Ceremony. It covers a wide variety of activities which are splitted today among different partners mainly under WP2, 4, 5 and 7.

6.1 Communication tools and activities

Communication tools and activities are crucial to raise awareness around the Silver Economy Awards, attract applicants and create a European movement around this concept which is still pretty new and not well known at a wider scale. Today these tools and activities are mainly carried out through WP7.

The Awards Secretariat will be responsible of maintaining the content of the Awards website not only to inform about the Awards themselves, but also to provide with information around the Silver Economy and develop a network of interested stakeholders. The social media accounts, in particular Twitter are also key instruments to be continuously used by the Awards Secretariat.

On the other hand side, the Awards Secretariat will have to continue develop “physical” material (mainly postcards, leaflets and roll-ups) which is needed when presenting the Awards outside, in fair, events, conferences.

Last but not least, the Awards Secretariat should maintain a contact database to cover potential applicants, but also partners which help disseminating the information - including media partners, as well as (potential) sponsors.

6.2 Dissemination and networking activities

In addition to the communication material and activities, the SEED project has also set up dissemination and networking activities which will be taken over by the Awards Secretariat. Today these activities are mainly covered under WP4 and WP5, partly also under WP7. They include participation to different events, conferences, fairs where SEED is presented at European level or at national level to diversify the application and create a true European movement. These activities can also cover organisation of event, such as the Workshop during the European Week of Regions and Cities (10 October 2017), articles in newsletter or blog in order to promote the Silver Economy Awards concept.

6.3 Awards ceremony

The Awards Ceremony is an important step in the process to celebrate the finalists and the winners, and thus raise the visibility of the Awards. It is also a good opportunity to enhance networking among relevant stakeholders in the area of Silver Economy.

Under the SEED project, the Awards Ceremony will be organised under WP4 and coordinated



by AGE so that the Awards Secretariat will be de facto included in the organisation of the first Awards Ceremony: logistic organisation of the event (room, catering, registration of participants), coordination with potential speakers and finalists. The Awards Ceremony also include communication activities around three main milestones:

- attracting participants and raise awareness,
- make finalists and winners known to the outside world,
- ensure follow up and link toward the subsequent edition.

The Awards Secretariat will also cover all the follow up such as thanking applicants, jury members, supporters and diverse partners, as well as adding the list of winners to the corresponding section of previous winners of the webpage

6.4 Sponsoring and patronage

Last but not least, a sponsoring concept has been developed under WP2, while it won't be implemented for the first edition of the Awards, sponsors will be approached to get a critical perspective and strengthen links. They will be invited to the Awards Ceremony in order to provide them with a concrete overview of what is being carrying out. The Awards Ceremony will have to maintain these links and to develop them.

This also includes moral patronage which can be useful to raise the visibility of the Awards. For instance, the Committee of the Regions and its first Vice-President Markku Markkula, as well as the European Commissioner for Digital Economy and Society, Mariya Gabriel, have been approached. In the future the Awards Secretariat should continue maintaining/developing such patronage in relevance with the development of the Silver Economy concept.



7 Conclusion

The Awards Secretariat has started its activities in November 2016 as planned in the description of work. Nonetheless, the detailed plan of its structure has been defined at a later stage when the whole Awards concept and process was clear, and well advanced in terms of technical implementation. Therefore this deliverable gives a sound overview of the work to be carried out by the Secretariat not only in the framework of the SEED project but also beyond.

With the implementation of the WP6, an even clearer picture will be designed when it will come to the handover of the Awards Secretariat to the Covenant on Demographic Change. The involvement of key founding members of the Covenant, including its current presidency, its vice-presidency and the organisation running the Covenant Secretariat (AGE), it will be ensured that the award scheme will be optimally tailored not only towards meeting all objectives set out in the call text but towards meeting legal / organisational requirements of Covenant as well. This tailoring process is an important task during the project and crucial for the sustainability of the award scheme. Measures and methods to facilitate the hand-over include the development of guidance document, appropriate infrastructures and consolidation meetings between the partners and selected members of the Covenant.