

The  
**Silver Economy Awards**  
Powered by SEED

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

Deliverable 5.2

First report on Advisory Board and networking activities



## Document information

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# 1 Executive Summary

This deliverable summarises the activities conducted during the first year of the SEED project under Work Package 5 “Stakeholder Dialogue and European Movement” mainly divided in two pillars:

- **External advisory board activities** managed by AGE Platform Europe. The Advisory Board has been set up according to the plans as reported in D5.1 and has had two meetings: a physical meeting in March 2017 and a virtual meeting in July 2017. All in all the exchanges with the Advisory Board have been fruitful and constructive, helping to consider different aspects of the Awards.
- **The Stakeholders networking activities** led by the city of Ljubljana to reach out to a wider network of stakeholders and help strengthen the European Silver Economy movement. Different activities have been developed notably around the launch of the call in June.

While these activities have been carried out by different SEED partners, it should be underlined that for the subsequent edition, these activities will be conducted mainly by the Awards Secretariat. It is also important to bear in mind that these activities are very much complementary to the work conducted under WP4 for the implementation of the first awards edition and WP7 for communication and dissemination.



## 2 Introduction

The first year of activities under Work Package 5 has been pretty active since it was crucial to provide support to the development of the Awards concept with the help of the Advisory Board. To provide such support, the Board had two meetings (a physical one in March 2017 and a virtual one in July 2017), complemented by numerous exchanges of e-mails. In addition to that, networking activities, led by Ljubljana have been set up to support the first call for application and recruit potential candidates to the Awards.

Taking stock of this first year of activity, main milestones for the next stage will be designed.



## 3 Advisory Board

At the start of the project an Advisory Board (AB) has been set up. It brings together key actors for an external support to the consortium and provides strategic advice to the whole consortium. The Advisory Board members also contribute to the wide dissemination of the Awards among their constituencies. It is composed of 18 persons listed on the SEED website: <http://silvereconomyawards.eu/index.html>

### 3.1 Activities conducted with the Advisory Board (AB)

#### **First meeting - Brussels, 6 March 2017 (13 participants, among them 4 through web/phone connections)**

As reported in D5.1, apart from internal issues linked to the functioning of the AB (e.g. Terms of Reference), the main topics discussed with the Advisory Board members were:

- Award concept and selection process
  - o How to ensure a better understanding of the Silver Economy concept across Europe
  - o Concern around the involvement of the industry but also of the investors who are a key element to enable scale up - How to best liaise with the High Level Jury
  - o Deepen the incentives for applicants to better attract them
  - o Align assessment criteria of applications with the ultimate goal of the Awards
- Silver Economy Domains
  - o Clear need to better align with WHO domains while including the consumers approach.
- Results of the mapping of existing awards

#### **Second meeting - online, 4 July 2017 (11 participants)**

The meeting was organised around three main issues, bearing in mind that it was also the opportunity to give feedback to AB members about points discussed during the March meeting:

- State of play of the project
  - o Concept and process with a focus on the sponsoring and ethical issues which are quite tricky, especially for the subsequent editions of the Awards. Clear need to work hand in hand with sponsors to test the concept and prepare the next stages, but also to avoid any issues of conflict of interest linked to sponsorship.
  - o Presentation of the different communication tools, with a clear need to work on the adaptation of communication notably towards investors.
- Applications
  - o Presentation of the online form



- Feedback on the dissemination effort and request for support from AB members.
- Next steps
  - Appointment of selection panels and, preparation of the Awards Ceremony, reflection on how to showcase applications which will not be rewarded during the Ceremony, looking at the different existing channels, for example the EIP AHA repository.

### Other activities

Between the meetings, the AB members have been kept regularly informed about the main stages of the project. It is indeed a key dimension to ensure their continuous support notably to promote the Awards, including the call for application launched in June 2017. A good number of the members have disseminated information through their networks and also helped with meaningful feedback on key deliverables, for example in relation to the sponsorship issues.

## 3.2 Next steps

All in all, four meetings of the AB are planned: two physical meetings in Brussels and two virtual meetings, using the GoToMeeting facilities. Two meetings still need to be organised during the second part of the project:

- 23 January 2018; back to back with the SEED consortium meeting, mainly to take stock of the submitted applications and the start of the selection process, to prepare the Awards Ceremony and to start planning the subsequent Awards edition(s).
- May 2018, members of the Advisory Board will be invited to the Awards Ceremony
- Summer 2018, a virtual meeting will be organised. It will focus on the lessons learned from the first European Silver Economy Awards Edition and will look at the strategy for the long-term sustainability of the Awards.



## 4 Networking activities

Networking activities are based on a pro-active approach to harness networks and stakeholder groups with whom consortium members and Advisory Board members have direct access to. Webinars and different networking activities have been organised during the first year of the SEED project to promote the Awards and attract potential applications.

### 4.1 Webinars

In the framework of T5.3 Stakeholder networking activities, organizing webinars to reach out to interested potential applicants is one of the more important activities. Webinars are helping us to reach out to a wider network of stakeholders and listen to their response and feedback. Through our interactive question and answer segment webinar allow us to get to know our target audience better and in doing so, we can develop a real understanding of what motivates our stakeholders, which is helpful also for next editions of the award. Additional advantage of such way of interaction with potential applicants is low-costs, because hosting webinars is very affordable, in the contrary of hosting conventional seminars and conferences. Another convincing reason for deciding to host a webinar as our way to present the award is also an easy possibility to record the webinar and publish the recording on the project's webpage, which allows all potential applicants who couldn't attend the webinar on the set date, to listen the webinar's recording later and download it, if they wish to. In this way the webinar is not only one-time's event and informing tool, but can have a longer impact.

By the end of July, already two webinars were successfully conducted. First webinar, with 16 participants, happened on 21<sup>st</sup> of June from 11:00 to 12:00 CET. The content of the webinar included presentation of the project and award and then mainly focused on benefits of applying to award, as well as explaining and showing how to apply. The webinar's content was well accepted by the participants, who were asked to complete a short survey about their satisfaction with the webinar. During the webinar they have also had the possibility to ask their questions to the presenters of the award, and all of their questions were answered during the webinar.

For reaching higher number of interested applicants and giving the chance to those who, for any reason, couldn't attend the webinar in June, we decided to organize the webinar with the same content on 26<sup>th</sup> of July from 11:00 to 12:00 CET. This time we had 42 participants, who were actively participating by asking questions and giving their feedback already for the duration of the webinar. Due to a high number of questions we have decided to prepare the "Frequently asked question" section for the project's webpage in early autumn.

The third webinar happened on 21<sup>st</sup> of September from 11:00 to 12:00, with 14 participants attending the webinar. This webinar has been slightly modified so that after the presentation of the award scheme and practical display of "How to apply" we explained more in details about our evaluation and eligibility criteria, since from questions at the first two webinars we've acknowledged what needs to be more highlighted and clarified for participants to have as clear understanding of the award scheme as possible. Again after this presentation we the benefits of applying were emphasized and questions of the attendees were answered.



The participants of all three webinars and also all other interested potential applicants were informed about the possibility to listen and download the webinar’s recording at the [media section](#) of the project’s webpage, as well as to view and download the presentation of [“How to apply”](#). The participants were informed about the upcoming webinars and were encouraged to use our e-mail for any additional questions and explanations about the award and the process of submitting and evaluation, or any other relevant issue.

The analysis of all registered attendees (132 registered in total) showed that the highest percentage of all registered people, come from Western Europe or Southwestern Europe and the smallest percentage of registered people came from Southeastern Europe. All expect one, have indicated the country they’re coming from. Here is the graph of registered people by countries:

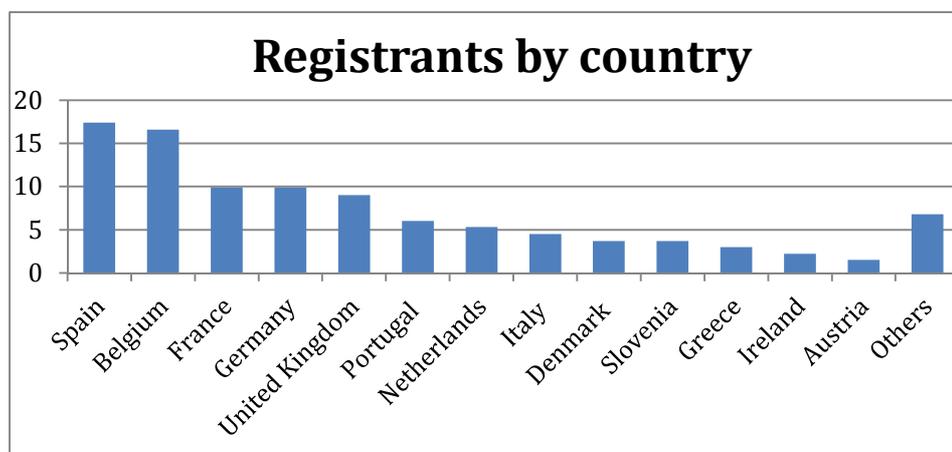


Figure 1 - Registrants webinars

The analysis helps us to see where so far our dissemination actions have been the most successful and where do we want to further strengthen our dissemination activities, to attract also potential stakeholders from the countries where so far we could not detect a greater interest for the Silver economy award.

After each of the webinars participants were asked to complete a short survey with their opinion about the webinar. Their feedback helped us to see if we should change something significant at the next webinars and also show us participant’s satisfaction with the amount of information provided. The questions of the survey were the following:



### SEED Webinar- Short Survey

We kindly ask a few seconds of your attention to rate our Webinar. Thank you!

Question	Importance				
	Not very good	Not good	Neutral	Good	Very good
How would you rate the webinar overall?					
Question	Not enough	Just right	Too much		
The level of details was appropriate.					
Question	Too short	Just right	Too long		
The duration of the webinar was appropriate.					
Question	Strongly disagree	Disagree	Agree	Strongly agree	
The start time was convenient.					
The webinar software worked correctly.					
The subject matter was presented effectively.					
Question					
Do you have any additional comments or feedback?					

The analysis of the surveys after each webinar showed that big majority of the participants were very satisfied or satisfied with the webinar overall, also with the level of provided details, time of the webinar, interface and the presenters, that is why we decided not to make a bigger change and we have only adapted the content of the webinars to clarify the award scheme as much as possible. The overall rating of all three webinars together by the end of September as stated in the surveys by participants, is shown in graphs below.

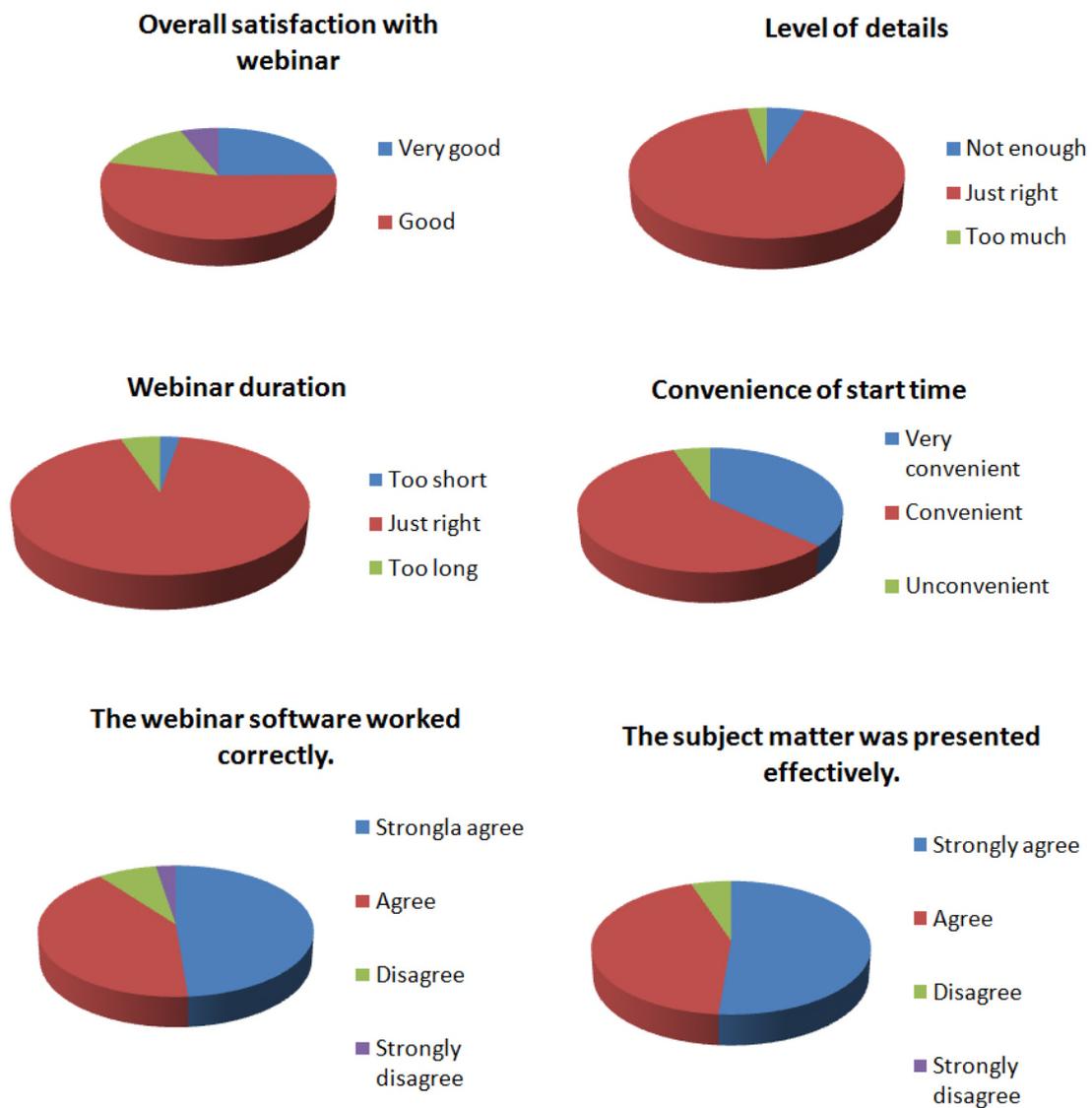


Figure 2 - Results from webinar survey



Example of the webinar agenda:



**3<sup>rd</sup> Webinar: “Why is this award something for me?”**  
**21<sup>st</sup> September 2017 from 11:00 – 12:00 h CET**  
 GoToWebinar

**AGENDA**

Time	Topic	Responsible
11:00-11:05	<b>Welcome + technical details of the webinar</b>	Mojca Preglau, LJUB
11:05-11:15	<b>Introduction of the award</b> <ul style="list-style-type: none"> <li>Brief introduction of the award scheme (1<sup>st</sup> edition, 9 consortium members, 3 award categories, assessment criteria, evaluation process &amp; timeline)</li> </ul>	Sonja Müller, EMPIRICA
11:15-11:30	<b>Who can apply and how, eligibility and evaluation criteria</b> <ul style="list-style-type: none"> <li>Who can apply and how to apply</li> <li>Evaluation criteria</li> <li>Eligibility criteria</li> </ul>	Javier Ganzarain, AGE
11:30-11:15	<b>Benefits of applying</b> <ul style="list-style-type: none"> <li>Award ceremony in spring 2018 ( who – the level of ceremony, where, who can present solutions)</li> <li>Visibility (publishing solutions, which ones and where, public promotion of the award outcomes...)</li> <li>Trophy, certificates &amp; award bearer logo</li> <li>Networking</li> </ul>	Luca Magri, AER
11:45-12:00	<b>Discussion, questions and answers section and finish of the webinar</b> <ul style="list-style-type: none"> <li>All SEED partners are available to answer the emerging questions</li> <li>For the finish: Mojca explains where they can find the webinar slides and hear the webinar and where they can contact us, mentions also upcoming webinar in October and news on the SEED webpage</li> </ul>	ALL, Mojca (LJUB)

The fourth and the last webinar for potential applicants will be held on 19<sup>th</sup> October at 11:00 CET, introducing the award scheme, explaining the benefits of applying and explaining how to apply, what are the eligibility and evaluation criteria and where they can contact us for additional help and information.

## 4.2 Other networking activities

Each of the SEED partners has sent information to their contacts and networks in June and in September. The Awards were presented at several events in Europe, i.e. festivals, conferences and meetings where silver economy is a relevant topic and where consortium



members had the chance to take an active part. These activities are reported in details under WP7 (D7.3) considering the obvious synergies between the two Work Packages.

### The City of Ljubljana:

- has sent out information about the project and possibility to apply for the award to several cities in Eastern and Central European countries, including Romania, Hungary, Slovakia, Ukraine, Serbia, Bosnia and Hercegovina, Turkey, Albania, Croatia, Poland, Bulgaria, Greece, as well as Austria and Italy. News about the Silver Economy Awards was also sent to Eurocities, WHO Healthy Ageing Task Force and WHO European Network of Healthy Cities which have decided to further work on the issue of Silver Economy.
- has presented the SEED project in Belfast (Northern Ireland) at the meeting of WHO Healthy Ageing (WHO European Network of Healthy Cities) on 31.11. - 1.12. 2016, in Pecs (Hungary) at the WHO Healthy Ageing Task Force meeting from 1.3.-3.3.2017, at the Council for Older Resident's Issues in Ljubljana on 12<sup>th</sup> April 2017. There were several news and information regarding the award and events on the city's webpage, as well as on Eurocities newsflash and WHO European Network of Healthy Cities.
  - Example of articles on the website: [October 2016](#), [June 2017](#), [September 2017](#)
  - Examples of Newsletters: [Eurocities](#)
  - Article in national newspaper: [Festival of the Third Age and Silver Economy Awards](#)
  - Example of the e-mail: [Mayors](#)

### The Assembly of European Regions:

- The 2017 edition of the AER General Assembly (31 May 2017 - 2 June 2017) was an important milestone of the promotion of the award. AER took the opportunity of this important event for the AER network getting to know the process to apply and to promote the participation to the award among the member regions by setting up an info stand accessible to 200+ participants during the two-day event. Likewise, on the occasion of the 2017 Autumn Plenary in Nancy, France (12 - 14 September 2017), the AER promoted the Awards providing key information on the application process and encouraging the participation among its network. Both SEED leaflets and postcards were distributed among the participants that attended these two events.
- The AER, through its media channels (mainly the AER website, Facebook and Twitter accounts) disseminated information about the Silver Economy Awards on a regular basis to reach its member regions, strategic partners as well as other relevant stakeholders. For instance, some networks such as [Mental Health Europe \(MHE\)](#) and [CORAL Europe](#) were engaged in promotional activities to inform about the SEED Awards opportunity.
  - Example of articles on the AER website: [May 2017](#), [June 2017](#)
  - Project Updates: [September 2017](#)
  - AER EU Projects Section: [SEED EU Silver Economy Awards](#)

ECHAlliance disseminated information about the awards in the monthly ECHAlliance



newsletter which is digitally distributed to +16500 experts. These include a wide range of stakeholders in the three categories of public authorities, industry and non-profit organisations. ECHAlliance also publicised information on its website, the Connector under the news section. It informed about the awards on a frequent basis using social media (Linked-in, Twitter and Facebook and disseminated the press release through the coalition of the willing partner EUREGHA and its network of regional and local health authorities. ECHAlliance also reached out to the Swedish SIHA platform, Skane Innovation Healthy Ageing, which includes a send list of 100 stakeholders in the Skane region.

### **AGE and empirica:**

Apart from the official launch of the call for applications at the EIP AHA event in June, SEED continuously closely cooperates with the EIP AHA Action Groups to spread the news about the Silver Economy Award scheme and all related activities such as the Webinars, or events/workshops we organise. The main channels used for this was the EU Health Policy Platform as well as the B3 Yammer Group, the C2 and D4 action group. Further to this, SEED and the Award Scheme was presented at the B3 Action Group meeting in April 2017.

### **empirica:**

- Established contacts with All Digital (previously known as Telecentre Europe) where used to include SEED leaflets and postcards into the participant handouts of the ALL DIGITAL SUMMIT 2017 (<http://all-digital.org/all-digital-summit/>). All Digital is a pan-European association based in Brussels, representing member organisations across Europe that work with 25,000 digital competence centres. The ALL DIGITAL SUMMIT 2017 focussed on innovation and digital skill, a relevant domain for the Silver Economy Awards scheme. It took place on 4-5 October 2017 in Barcelona and brought together 200 leaders representing networks and organisations working to enhance digital skills.
- is an advising partner of the CORAL network (“Regional Policies for Active and Healthy Ageing”) and has in this role distributed SEED flyers during their bi-monthly meetings. Also, meeting attendees had the opportunity to ask questions re the Award Scheme at any time during these meetings. CORAL is a European network of regions collaborating in the field of Ambient Assisted Living and Active and Healthy Ageing. Through a process of open innovation it aims at supporting members solving the barriers of implementing AAL and AHA solutions and services. CORAL focuses on ‘regional policies about Active and Healthy Ageing’ and ‘Ambient Assisted Living’ (<http://www.coral-europe.eu/>).
- established new contacts with the founder of the Agile Ageing Alliance (<https://www.agileageing.org/>) to explore mutual support and marketing activities. A representative of the Alliance was invited to the SEED workshop at the European Week of Regions and Cities. The Agile Ageing Alliance is a campaigning social business which aims to demonstrate that through innovations in technology, business and service models, our homes and neighbourhoods of the future can serve as an engine for economic growth, leading to a reduction in the financial burden on State and citizens. More concrete activities will be defined in the upcoming weeks.



- was invited to a workshop organised by the **Silver Valley** (<http://www.silvervalley.fr/English-version>) on 25<sup>th</sup> October 2017 to present SEED and the Silver Economy Awards scheme. The event is organised within a so called “Business trip” of selected members of the Silver Valley that offers three days of field visits, round tables and networking to meet local stakeholders (entrepreneurs, institutions, communities) in order to better understand the organization of the sector in Germany. Silver Valley gathers the silver economy private and public players of the Paris region. The organisation fosters the conditions favourable to the development of the senior market on a national and international level.

### **AGE Platform Europe:**

- was actively involved in the AAL Forum (Active and Assisted Living Forum, 2-4 October 2017, Coimbra Portugal) where it manages to advertise SEED and to establish additional contacts. The AAL Forum hosts over 700 international participants able to find out the latest AAL products and services from 50 exhibitors and 30 workshops.
- has mobilised the Covenant on Demographic Change with regular mailing from the start of the project and provided information in the Newsletter and on the website of the Covenant:
  - Examples of Newsletter: [January 2017](#), [March 2017](#), [September 2017](#)
  - Articles on the website: <http://agefriendlyeurope.org/news/seed-supporting-recognition-silver-economy-europe>
  - A presentation of the SEED project has also be done during the first General Assembly of the Covenant on 19 May 2017 - <http://agefriendlyeurope.org/event/first-general-assembly-covenant>

### **All partners:**

The SEED consortium has also made an application to organise a workshop during the European Week of Regions and Cities 2017 (EWRC, 9-12 October). This application went through the two-stage selection process and has been accepted: a workshop will be thus organised on 10 October afternoon in the premises of the Committee of the Regions. The event is entitled: “An alternative for the future: Silver Economy for cities and regions” and will be hosted in the biggest room of the building (250 seats). It will be the opportunity to display concrete examples of Silver Economy strategies and projects developed at local level as well as to present the European Silver Economy Awards and offer networking opportunities to the relevant actors of the domain. While most of the preparation of the event has been carried out during the first year of the project (from March to September 2017), the results will be presented at the end of the second year in D5.3. The application for the workshop has been mainly drafted by AER, AGE and empirica and was submitted by AER as being the most appropriate partner in that case. All the project partners have supported the promotion of the event using both the official website of the EWRC ([http://ec.europa.eu/regional\\_policy/opendays/od2005/conf/EUweek2017/fo/SearchWorkshop.do?doAction=resetSearchWorkshopsDialog](http://ec.europa.eu/regional_policy/opendays/od2005/conf/EUweek2017/fo/SearchWorkshop.do?doAction=resetSearchWorkshopsDialog) - Workshop reference 10B41) and the AER website (<https://aer.eu/event/alternative-future-silver-economy-cities-regions/>).



Last but not least, SEED partners have agreed to apply for two patronages to support the visibility of the Awards at EU level:

- The first application has been made to the Committee of the Regions and its President, actually past President since the request targeted Mr. Markku Markkula. Considering the commitment of Mr Markkula to innovation, notably to the EIP AHA and the reference sites identified in this framework, but also to the Covenant on Demographic Change, it was obvious to establish a strong contact with him. The Committee of the Regions is also the key EU player when it comes to local and regional authorities, one of the targeted audience for the Awards. AER, AGE Platform Europe and empirica met with Mr Markkula's team in Spring 2017 and got a positive feedback about his involvement in the first edition of the Silver Economy Awards.
- The second application targeted the new Commissioner for Digital Economy and Society, Ms. Mariya Gabriel. Considering the work carried out by DG CONNECT in relation to Silver Economy and support to active and healthy ageing, it sounded important to SEED partners to acknowledge it and to anchor deeply the EU dimension into the first Awards edition.

### 4.3 Next steps

There will be the last webinar for potential stakeholders held on 19<sup>th</sup> October at 11:00, last-call emails will be sent to several municipalities eastern and southern of Slovenia as well as to contacts of all consortium members. The project will be presented at more events, such as the WHO Healthy Ageing Task Force Meeting in October (18.10 -19.10.2017, Udine, Italy). After the end of the deadline for applications, we will organize more webinars for potential sponsors, to attract them and explain our sponsoring concept.



## 5 Conclusion

This first year of activities under Work Package 5 has been fruitful and has helped a lot to better define the Awards' concept and process, as well as to support the communication effort around the launch of the first call for applications. Nonetheless the next step is critical since there is still work to be carried out to attract applicants to the Awards (until November 2017) and to raise awareness around the concept of Silver Economy.

The preparation of the Awards Ceremony will also be critical since it will be a key event to encourage the different relevant stakeholders to get involved and make a second edition feasible. This is where the role of the Advisory Board will be essential to provide with feedback on the long-term sustainability strategy of the Silver Economy Awards, together with further networking activities to maintain and even increase the awareness around this movement.