

The
Silver Economy Awards
Powered by SEED

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

Deliverable 7.3

1st Communication and Dissemination Activity Report



Document information

Organisation responsible

PAU Education

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Contributing partners

All partners

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P	Public	x
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.



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1 Introduction

The objective of the SEED project is to develop a highly visible European-level award scheme that rewards and promotes age-friendly, innovative ICT solutions responding to the opportunities that lie in demographic change, thus stimulating a pan-European digital Silver Economy movement.

This deliverable shows the communication activities carried out to raise awareness about the first edition of the Awards and to engage organisations to participate and be part of this movement.

Overall, the dissemination activities during the first year of the project have been successful across the different platforms and channels used, with a shared responsibility from each of the partners to raise awareness about this 1st Edition of the Awards.

In a nutshell, these are the impacts of the campaign:

- 2.540 leaflets and 2.300 postcards have been distributed,
- Partners attended 18 strategic events,
- Emailing have been sent to a total of 3.697 key stakeholders and potential applicants,
- Press releases have been published on 71 media channels from different European organisations,
- 3 webinars have been organised with a total of 72 participants,
- A workshop was organized by SEED during the European Week of the Regions with 246 participants,
- Reached 1.545 followers on Twitter,
- Received 89.585 unique visitors to our website,
- Received 28 Applications as of yet.

At the point of reporting we have started another Social Media campaign specifically focused on driving visits to our website and application form that is expected to multiply the outreach and conversion of potential applicants. As it is explained on the Social Media section, this campaign has in fact already rised visits to Twitter and to the website. Also, we expect that key events like the recently celebrated *European Week of the regions* where SEED run a workshop, will have an impact on potential applications.



2 Communication and Dissemination activities

The first milestone to define the activities that was carried out was to develop a communication strategy which was presented in Deliverable 7.1, supported by a Visual Identity presented in Deliverable 7.2. Based on this framework we started implementing the different dissemination activities following and further defining the strategy, and exploiting the visual identity.

2.1 Events

One of the key areas for actions from Partners is at related events across Europe.

As we explained in the Communication Strategy, the partners compiled a list of events where they will be present as well as any other important events attended by target audiences. Wherever possible Partners have promoted the Awards in person increasing the human reference so that interested people were able to approach them for more information and to build and strengthen the network.

List of events attended/ SEED dissemination activities

Partners participating	Event
EMPIRICA	B3 Action Group Meeting, 5 th April, Brussels
ECHalliance/PAU	Health 2.0 Europe 2017/HEALTHIO, 3 rd - 5 th May, Barcelona
AGE, EMPIRICA	Urban Health Centre 2,0 Final Conf. + Covenant GA, 18 th - 19 th May, Brussels
EMPIRICA, ECHALLIACNE	eHealth week 2017, 10 th - 12 th May, Malta
AGE/EMPIRICA	EIP AHA Valencia event, 7 th -8 th June, Valencia
AER	AER GA , 31 st May- 2 nd June, Austria
ECHalliance	eHealth Ireland Ecosystem, 17 th May, Dublin
AER	AER Autumn Committees Plenaries, September
ECHalliance	RIES 2017, 26 th September, Galicia
Ljub	Festival for the third live period 26 th -28 th September, Ljubljana
AGE	AAL Programme Forum, 2 nd - 4 th October, Coimbra
AGE	International Age-Friendly Cities Conference, 2 nd - 4 th October, The Hague
AGE/AER	European Week of the regions 9 th - 12 th October, Brussels
ECHalliance	Northern Ireland Connected Health Ecosystem, 5 th October, Belfast
ECHalliance	eHealth Week Estonia 16 th -18 th October, Tallinn
ECHalliance	eHealth Forum Athens 19 th -23 rd October, Athens
EMPIRICA	All Digital sumit 4 th -5 th October, Barcelona
EMPIRICA	Medica 2017, 14 th -16 th November, Düsseldorf

Of special importance is the event of the **European Week of the Regions**, were SEED managed to run a workshops in the Sub-theme 2: regions and cities as change agents, with



1st Communication and Dissemination Activity Report

the collaboration of Markku Markkula, Vice-President of the European Committee of the Regions, which was an important opportunity to further promote the Silver Economy Awards.

The event took place on 10th October and was attended by almost 250 participants from almost all countries across Europe. The event started with a welcoming speech by Markku Markkula, who has taken over the moral partonage for the Silver Economy Awards scheme.



Figure 1 - Impressions from EWRC Workshop October 2017

This was followed by two setting-the-scene presentations from Sonja Müller (empirica) and Horst Krämer (European Commission). The main part of the workshop was dedicated to presentations of examples of possible solutions on the different fields of applications of the Silver Economy, not just health and care, that can improve the quality of life of the ageing population.

The European Week of Regions and Cities is the annual key event for regional and local



authorities. Organised by the European Committee of the Regions (CoR) and the European Commission, Directorate-General for Regional and Urban Policy (DG REGIO), this communication and networking platform brings together regions and cities from all over Europe and beyond, providing to thousands of local, regional, national and European decision-makers, experts, academia and business representatives a place for exchange and debate on projects and questions related to regional and local development.

2.2 Dissemination of graphic material: Leaflets, postcards, & badges

2.1.1 Postcards

A total of **2.300 postcards** have been distributed by SEED partners during different events and meetings.



Figure 2 - SEED postcards

2.1.2 Leaflets

Apart from the postcards, we developed a leaflet with the most important information and explanations about who should apply, why, and how. A total of **2.540 leaflets** have been distributed during events in 2017.



The Silver Economy Awards
Powered by SEED

Call for innovative, scalable, digital solutions contributing to the Silver Economy by improving the lives of senior citizens in Europe

silvereconomyawards.eu

@silvereconomyaward
#silvereconomyawards

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019150

What are the Silver Economy Awards?

The first European-level award scheme rewarding ICT-based innovative solutions that support the growth of the European Silver Economy. The awards aim to:

- 1 Improve the quality of life for older people in Europe.
- 2 Support local and regional authorities to deliver better services for older citizens.
- 3 Highlight the business opportunities connected with the ongoing demographic change.

Why apply?

By taking part, applicants are promoting their innovations. The winning solutions will be further promoted by SEED partners.

Winners and finalists are invited to showcase their product or service at the Awards Ceremony in spring 2018.

The Awards Ceremony is also an opportunity to network & exchange with public and private investors, local and regional authorities, users and innovators.

Who can apply?

There are three award categories:

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

The three categories will offer innovative solutions across a broad spectrum of areas that make up the European Silver Economy:

- Housing, outdoor spaces and buildings
- Mobility, tourism and leisure
- Civic and social participation, communication and information
- Health and longterm care
- Wellbeing, prevention and self-care
- Consumer goods and services
- Employment, education and training

Timeline

Application opens	Application closes	Evaluation	Awards Ceremony
8 June 2017	15 Nov. 2017	Dec. 2017 - May 2018	May 2018

For more details and to apply, visit: silvereconomyawards.eu

The Silver Economy Awards
Powered by SEED

silvereconomyawards.eu

Powered by the EU-funded SEED project, the Silver Economy Awards also benefit from the strong support of the European Covenant on Demographic Change as well as the CORAL network, the AAL Joint Programme, the EP AHA Action Groups, ASHOKA, ERINN, DIGITALEUROPE, EuroCarers, and a number of highly committed regional and local governments.

SEED consortium members are:

empirica, AGE, pau, Bizkaia, Tampereen Kaupunki

Figure 3 - SEED leaflet

2.1.3 Award bearer logo

A new graphic item was developed to increase the engagement of potential participants. This item is a digital badge for winners and finalists that has a double objective:

- Being a lasting symbol that acknowledges the work of finalists and winners after the ceremony.
- Helping to the sustainability of the project. Badge owners will be able to use the



badge on their web, emails, and printed material, amplifying the visibility of SEED after its 1st edition.



Figure 4 - Award bearer badges

2.3 Social Media

We use Twitter to communicate as widely as possible about the Silver Economy Award and to reach out and engage with Silver Economy experts, stakeholders, public authorities, NGOs, industry and influential opinion makers.

We have been actively working via Twitter since march 2017, during which time the workflow, followers and interactions have steadily grown. The strategy has built up slowly from keeping the feed alive and interacting with our key partners from March to May 2017, to upping the frequency of posting on events and also age radiated products, videos, and articles from June-September. This was especially event related posting throughout the summer as many of our partners event were in September-October.

Since the beginning of October we have been engaging in a month long Twitter ads campaign which is aimed at funnelling people to the webpage in order for them to sign up to the awards, which close in November. So far the campaign has had very good results with huge jump from an 0.6% engagement rate on October the 1st (Sunday) to a peak of 12.2% engagement rate on some of the days within the campaign. We have managed to reach an average of 25.9K impressions per day, 72.4K link clicks and on average doubled our retweets and likes compared to before the paid campaign.

The table below shows the total Twitter main KPIs, which are specially satisfactory in terms of fan page growth.

Tweets	Following	Followers	Likes	Lists	Moments
2,271	2,500	1,541	749	11	0



Period 2017	Followers	Impresions (K)	Tweets	Profile visits	Mentions	Retweets	Likes	Link Clicks
March		6.5	18	517	16			
April		9.7	18	767	6			
May		21.2	42	884	27	90	60	34
June		40.02	63	1,041	38	215	117	100
July		29.8	48	770	37	151	81	97
August		29	61	602	24	122	109	62
September	1,500	34.7	61	774	51	122	91	67
October (up to 13th)	1.545	725	41	406	23	128	94	80

Progress after the start of the ad campaign:



2.4 Webinars

In order to provide a space for possible questions to anyone interested in the Awards, we have run 3 webinars between June and September, and the 4th one will take place in October.

Webinars have been an useful space also for us to take into account what extra information applicants need, to listen to comments and suggestions.

Here the number of attendance:

- 1st Webinar in June: 16 participants,
- 2nd webinar in July: 42 participants
- 3rd webinar in September: 14 participants
- 4th webinar foreseen for the 19th of October

More details on the webinars can be found in D5.2.

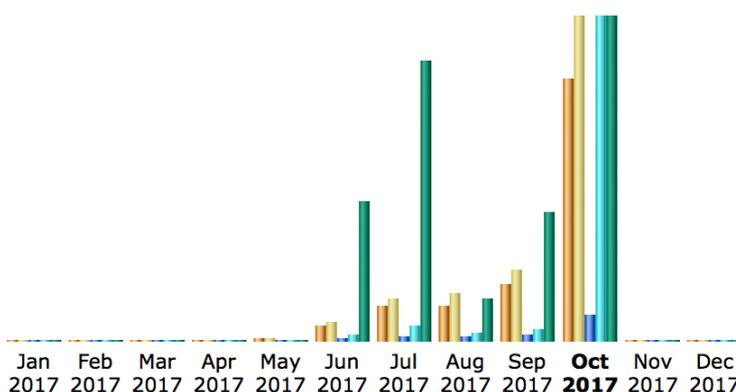


2.5. Website

The website is the main point of information for anyone interested in going into detail about the Silver Economy awards.

We have accumulated 89.585 unique visitors in 12 months. As the following graphic shows, visits to the website have experienced a highly important rise since October, when the Social Media Campaign started, in parallel with the celebration with several strategic events where SEED partners have had the opportunity to present the project.

The tool used for these analytics is Awstats. (This tool groups page views into a single visit if those page views occur within one hour).



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	0	0	0	0	0
Feb 2017	0	0	0	0	0
Mar 2017	0	0	0	0	0
Apr 2017	0	0	0	0	0
May 2017	464	699	1,156	2,694	110.91 MB
Jun 2017	3,327	4,249	9,688	33,817	62.02 GB
Jul 2017	7,587	9,447	18,821	77,722	124.03 GB
Aug 2017	7,808	10,462	19,222	41,444	19.04 GB
Sep 2017	12,649	15,516	26,841	62,157	56.47 GB
Oct 2017	57,750	71,501	125,303	1,610,372	143.13 GB
Nov 2017	0	0	0	0	0
Dec 2017	0	0	0	0	0
Total	89,585	111,874	201,031	1,828,206	404.80 GB

Figure 5 - Website statistics

The web offers all the necessary information to applicants on how to apply, but is also provides a context of why are we celebrating these awards, what is the Silver Economy, and it provides news and events.

Example of News when they are opened in their section:



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

Tuesday, September 26, 2017 - 14:26

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

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

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

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

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

Contact: info@silvereconomyawards.eu

Additional documents:
[2017-10-01 UNIDOP Press release.pdf](#)

General View of News Section:

News

- ▶ [Press release: Silver Economy Awards support Talents, Contributions and Participation of Older Persons in Society](#)
 The 2017 theme of the International Day of Older Persons is crucial to build an inclusive, fair,...[Read more](#)
- ▶ [Launch for Applications for the First European Silver Economy Awards - Apply Now!](#)
 SEED consortium members have officially opened the online application for the first European Silver...[Read more](#)
- ▶ [1st Webinar about the Silver Economy Awards](#)
 On June 21 the first SEED webinar was jointly held by the project's consortium members from...[Read more](#)

[See all news](#)

Example of an event when they are opened in events section:

An alternative for the future: Silver Economy for cities and regions

Dates:
10/10/2017

Europe is ageing. Today's responsibility is to find sustainable solutions to this that lead to opportunities for economic growth and jobs. This workshop will take its participants through four inspiring examples of how a Silver Economy can help regions and cities to better match the needs of their ageing population while supporting local businesses and solution providers. It will be the opportunity to discuss the complementarity between these examples and the initiatives at EU level. The networking session that follows will bring together potential partners around issues related to the Silver Economy.

Interpretation: English, French and Spanish

Location:
Brussels, Belgium

Additional documents:
[EWRC_2017 SEED Programme Silver Economy for Cities and Regions.pdf](#)

General View of Events section:



Events

19
Oct

[Webinar "Why and how to apply for the Silver Economy Awards"](#)

10
Oct

[An alternative for the future: Silver Economy for cities and regions](#)

08
Jun

09
Jun

[EIP AHA Valencia](#)

31
May

02
Jun

[2017 AER General Assembly & Bureau](#)

18
May

19
May

[Urban Health Centres Europe](#)

1
2
next >
last >

See all events

We will soon include a space for Frequently asked Questions that we gathered during webinars.

2.6. Emailings

In the communication strategy was established to send at least three emailings between May and September 2017 providing with general information about the project, and specifically about the launching of the submission period, with the main aim to attract applicants.

Each partner has been responsible for their own emailings to their specific lists to avoid any data protection issues.

The final list of organisations that we have contacted (a total of 3,697) reveals also important information about the distribution of type of organizations we are covering, in this case with a clear majority of Public Authorities among our contacts, which makes sense considering the nature SEED partners.

Number of organizations from each category SEED partners have reached through emailing lists?		
Number of Public authorities	Nº of Non-for profit orgs	Nº of For-profit orgs
2.379	614	704

After the submissions period we will be able to make further analysis of the profile of organizations that applied, not only by type of organizations, but also per country, domain, etc.



2.7 Press releases & Clipping

In the Communication strategy we established to send a press releases to the press to reach out to potential applicants and also to strategically inform policy makers.

Unfortunately it has been difficult to reach profesional journals as of yet. Some of the reasons are the fact that there isn't a monetary prize, and that the concept of the Silver Economy is not very known yet, confirming that SEED comes right on time.

Nonetheless this press release has been used to be included in our emailings, and used in a formal and informal way to spread the voice about the Awards. After collecting all the online sites that have reported on it we can count a total of 71 publications about SEED.

Here we inlcude the press release, and at the end of this section the list of media sites that published a news about the Silver Economy Awards.

AGE drafted the content of this news and PAU edited it. Each partner translated it into their language.

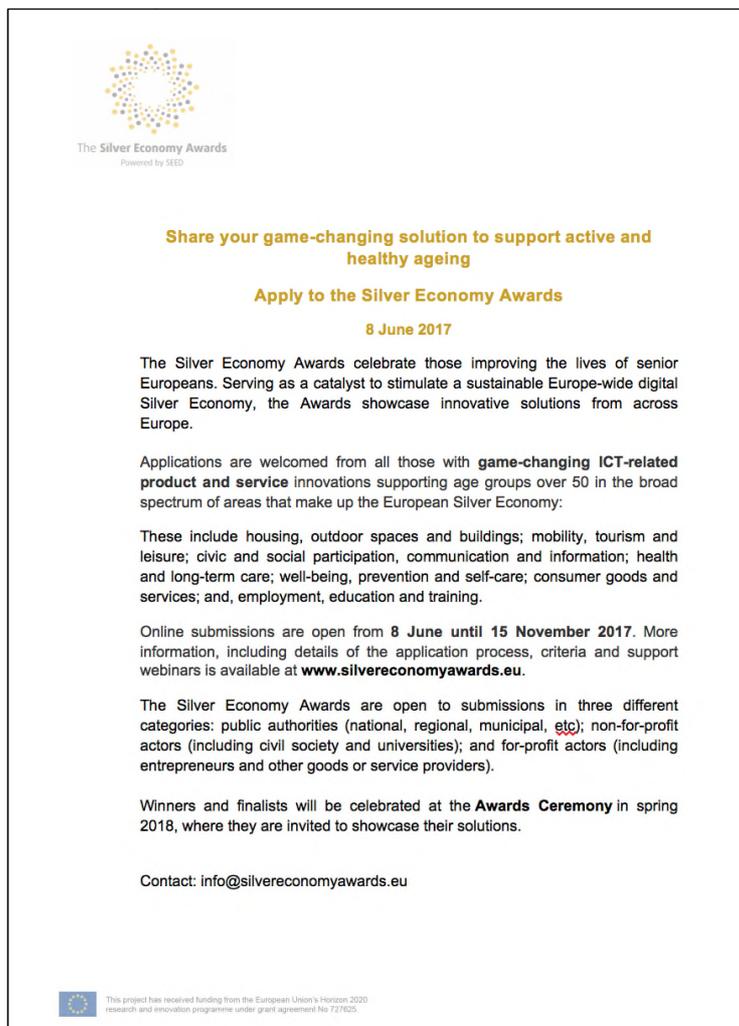


Figure 6 - Example press release



Another press release was written by AGE to be published during the International Day of Older Persons, this year with the objective of “Stepping into the future: tapping the talents, contributions and participation of Older persons in Society” to position SEED as a referent in the contribution of this objective.

This press release was also disseminate by SEED partners and on our website.



Figure 7 - Press release “International Day of Older Persons”

Here we include the list of all the organisations that have disseminated SEED news and press releases, which is quite impressive and shows the increasing interest and awareness of the award scheme.



Where have been the Silver Economy Awards announced on the media?	
Organisation	Link
European Innovation Partnership on Active and Healthy Ageing	https://ec.europa.eu/eip/ageing/events/alternative-future-silver-economy-cities-and-regions_en
EuroHealthNet - Healthy Ageing Website	http://www.healthyageing.eu/events
Eurocities	http://eurocities.eu/eurocities/events/Webinar-Supporting-the-recognition-of-the-Silver-Economy-in-Europe-in-the-Digital-Era-WSPO-AN5M39
European Commission DG CNECT	https://ec.europa.eu/digital-single-market/en/news/silver-economy-awards-open-application
EC Digital	https://ec.europa.eu/digital-single-market/en/news/seed-webinar-why-and-how-apply-silver-economy-awards
European Commission H2020	https://ec.europa.eu/programmes/horizon2020/en/news/launch-silver-economy-awards
ANEC	https://www.anec.eu/publications/newsletters/690-ed-5-2017
Covenant on Demographic Change	http://agefriendlyeurope.org/news/webinar-why-and-how-apply-european-silver-economy-awards
AGE (Covenant)	http://www.agefriendlyeurope.org/news/alternative-future-silver-economy-cities-and-regions
Housing Europe	http://mailchi.mp/f352da125edd/housing-europe-news-september-2017-issue-1447914?e=355f4fa968
European Commission DG CNECT	https://ec.europa.eu/digital-single-market/en/news/webinar-why-and-how-apply-silver-economy-
Senior Actu	http://www.senioractu.com/SEED-un-prix-europeen-pour-recompenser-les-innovations-aux-services-des-aines_a20194.html
More Years Better Lives	
Côte D'Azur EcoBiz	http://www.entreprisesboisdegrasse.fr/jcms/prd_917572/fr/candidatez-aux-premiers-european-silver-economy-awards-jusqu-au-



Where have been the Silver Economy Awards announced on the media?	
Organisation	Link
	15/11/17?portal=prd_761457#.Wd3qnjtx2Uk
Institut supérieur des métiers	http://veille.infometiers.org/dossier_thematique/nouveau-x-marches-tendances-de-consommation/silver-economie/actualite/silver-economy-awards.html#.Wd3rEDtx2Uk
invecchiamento attivo	https://invecchiamentoattivo.regione.fvg.it/-/premio-silver-economy-awards-candidature-aperte
Regione Umbria	http://www.regione.umbria.it/la-regione/umbria-in-europa/in-evidenza/-/asset_publisher/zHxEZ4BU7thW/content/silver-economy-awards-premio-soluzioni-innovative-per-over-50
university of Deusto	http://www.deusto.es/cs/Satellite/deusto/en/university-deusto/deusto-a-unique-student-experience/silver-economy-awards-are-launched/noticia
Health Valley Netherlands Network	https://www.healthvalley.nl/community/home/categoriee/n/ondernemerschap/juni-2017/application-for-the-silver-economy-awards-now-open
European commission webinar invitation	https://ec.europa.eu/digital-single-market/en/news/seed-webinar-why-and-how-apply-silver-economy-awards
Assembly of European Regions	https://aer.eu/new-european-silver-economy-award-aer-general-assembly/
ERRIN, European Regions Research and Innovative Network	http://www.errin.eu/events/supporting-recognition-silver-economy-europe-digital-era
Regione autonoma Friuli Venezia Giulia	https://invecchiamentoattivo.regione.fvg.it/-/premio-silver-economy-awards-candidature-aperte
PRO.M.I.S. Programma Mattone Internazionale Salute	http://www.promisalute.it/servizi/notizie/notizie_fase02.aspx?ID=3964
3Novices CEO –Meghashyam Thiruveedula	https://3noviceseurope.wordpress.com/2017/07/06/3novicesseed-webinar-why-and-how-to-apply-for-the-silver-economy-awards/
Cote d'Azur ecobiz, La Communauté Santé	http://www.entreprisesboisdegrasse.fr/jcms/prd_917572/fr/candidatez-aux-premiers-european-silver-economy-



Where have been the Silver Economy Awards announced on the media?	
Organisation	Link
	awards-jusqu-au-15/11/17?portal=prd_761457#.Wd3Nvmi0OUk
ECH Alliance	http://echalliance.com/news/330151/SEED-project-drives-development-of-the-Silver-Economy-Awards.htm
EUREGHA	http://www.euregha.net/
Mental Health Europe (MHE)	MHE Newsletter
Netzwerk Altern, Germany	http://www.netzwerk-altern.at/node/256
European Commission	https://ec.europa.eu/eip/ageing/events/alternative-future-silver-economy-cities-and-regions_en
AGE	http://www.age-platform.eu/event/alternative-future-silver-economy-cities-and-regions
Croatia Regions Network	http://www.croatianregions.eu/459-euregionsweek-an-alternative-for-the-future-silver-economy-for-cities-and-regions
AER	https://aer.eu/event/alternative-future-silver-economy-cities-regions/
Covenant in Demographic Change	http://agefriendlyeurope.org/news/alternative-future-silver-economy-cities-and-regions
ECHAlliance	http://echalliance.com/events/EventDetails.aspx?id=987218&group=
Agile Ageing Alliance	http://www.huffingtonpost.co.uk/ian-spero/digital-transformation-co_b_18222596.html
European Commission	https://ec.europa.eu/eip/ageing/news/silver-economy-awards-application-and-webinar-wed-jul-26-2017-1100-am-1200-pm-cest_en
EIT Health	https://www.eithealth.eu/-/eu-funded-european-silver-economy-awards
European Commission	https://ec.europa.eu/eip/ageing/news/press-release-silver-economy-awards-support-talents-contributions-and-participation-older_en



Where have been the Silver Economy Awards announced on the media?	
Organisation	Link
EIP AHA A1	https://ec.europa.eu/eip/ageing/action-groups-eip-aha/a1-adherence-prescription_en
EuroHealthNet	http://www.healthyageing.eu/events
first, Italy	http://first.aster.it/_aster_/viewNews?ID=38573
Health Valley Netherlands	https://www.healthvalley.nl/community/home/categorieen/ondernemerschap/juni-2017/application-for-the-silver-economy-awards-now-open
vitlab	www.vitlab-resater.eu/?q=observatory/silver-economy-awards-open-application-deadline-15-november-2017
Central Denmark EU Office	http://www.centraldenmark.eu/nyheder/1-det-europaeiske-forskningsrad-satser-pa-ekstra-store-forskningsprojekter/er-dit-projekt-vaerdigt-til-en-silver-economy-award/
EHMA	https://www.linkedin.com/company/1692675/
Scottish Centre for Telehealth & Telecare	https://sctt.org.uk/silver-economy-awards-applications-open/
50plus entrepreneurship platform	http://www.50plus-europe.eu/the-silver-economy-awards/
Universität Passau	http://www.graduiertenzentrum.uni-passau.de/aktuelles-und-ausschreibungen/meldung/detail/silver-economy-awards/
Pôle Services à la Personne PACA	http://www.psppaca.fr/Ouverture-des-Silver-Economy
AGENCE DE DÉVELOPPEMENT ET D'INNOVATION NOUVELLE-AQUITAINE	https://www.adi-na.fr/events/silver-economy-awards
Institut Supérieur des Métiers	http://veille.infometiers.org/dossier_thematique/nouveaux-marches-tendances-de-consommation/silver-economie/actualite/silver-economy-awards.html#.WeCfBjtpFrQ
Netzwerk Altern, Germany	http://www.netzwerk-altern.at/node/401
Alzheimer Europe	http://www.alzheimer-europe.org/News/EU-developments/Thursday-08-June-2017-Call-for-



Where have been the Silver Economy Awards announced on the media?	
Organisation	Link
	submissions-opens-for-Silver-Economy-Awards
Île de France Europe	www.iledefrance-europe.eu/opportunitites/detail-actualites-opportunitites/article/lancement-des-silver-economy-awards.html
4-traders	http://www.4-traders.com/news/European-Commission-Directorate-General-for-Comm-Silver-Economy-Awards-open-for-application--24616146/
enterprise Europe network	http://www.enterprise-europe-scotland.com/content/news/2017/06/launch_of_the_silver_economy_awards/?AcceptTerms=1
ecobiz	www.entreprisesboisdegrasse.fr/jcms/prd_917572/fr/candidatez-aux-premiers-european-silver-economy-awards-jusqu-au-15/11/17?portal=prd_761457#.WeCgDDtpFrQ
EU Innovation trends	https://www.innovationtrends.eu/events/seed-webinar-why-and-how-apply-silver-economy-awards
eurocities	http://www.eurocities.eu/eurocities/news/Silver-Economy-Award-for-ICT-related-product-and-service-innovations-WSP0-AN5M39
Regione Autonoma Friuli Venezia Giulia	https://invecchiamentoattivo.regione.fvg.it/-/premio-silver-economy-awards-candidature-aperte
Cluster Lombardo Scienze della Vita	http://www.lombardialifesciences.it/it/news/2017/05/30/silver-economy-awards/40/
EU events Brussels	http://www.eu-events.eu/index.php/7782-an-alternative-for-the-future-silver-economy-for-cities-and-regions.html
ActiveAge Project	https://www.facebook.com/permalink.php?story_fbid=1112984932181357&id=1069663489846835
wordpress.com	https://adisif.wordpress.com/2017/07/12/silver-economy-awards-2017-solutions-tic-et-veillissement/
ep-publicservice	http://ep-publicservices.eu/en/2017/06/26/silver-economy-and-public-services/
Telecare Services Association	https://www.tsa-voice.org.uk/award-schemes



Where have been the Silver Economy Awards announced on the media?	
Organisation	Link
Wallonia region	www.awex-export.be/files/library/Services/AWEX-EU-Office/breves-06-17.pdf
Rete dei CAAD dell'Emilia Romagna Centri per l'Adattamento dell'Ambiente Domestico	http://www.retecaad.it/news/801
EHTEL	http://www.ehtel.eu/references-images/homepage-visuals/Silver-Economy-Awards-SEED.jpg/view



Annex 1- Twitter Monthly Reports from March to mid October 2017

Oct 2017 • 12 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,463 impressions

Our workshop will be live streamed as well: live.eesc.europa.eu/2017-10-10-jde...
[#SEA_EWRC](#) [@EU_CoR](#) [@EU_Regional](#)
[#EWRC](#) [#silvereconomy](#) [@gmapu](#)
[@horstk](#) twitter.com/silvereconawar...

🔁 8 ❤️ 3

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 378K people



JAMES CORNELLE ✓

@JamesCornelle [FOLLOWS YOU](#)

19 y/o Irish Entrepreneur, building brands with [@IndivMedia](#) | Network of 6m+/m • Featured on Success & more • 19 Awards • I follow back everyone that follows me

[View profile](#)

[View followers dashboard](#)

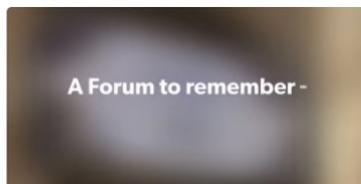
Top mention earned 28 engagements



Nicola

@nicolafilizola · Oct 6

There are professional experiences that makes you better. [#AALForum](#)
[@silvereconaward](#) [@DSMeu](#)
[@AALProgramme](#) [@dmguardado](#)
pic.twitter.com/zTuZrrHf4N



🔁 1 🗨️ 3 ❤️ 3

[View Tweet](#)

Top media Tweet earned 2,172 impressions

[#EURegionsWeek](#) - how a [#SilverEconomy](#) helps regions & cities
[@EU_Regional](#) [@europeanregions](#) Apply
ow.ly/fHnE30fxKv
pic.twitter.com/dF5A0MMnXP

OCT 2017 SUMMARY

Tweets **38** Tweet impressions **725K**

Profile visits **406** Mentions **23**

New followers **5**

Sep 2017 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 3,706 impressions

Register by Friday this week!
ec.europa.eu/regional_polic...
[#EURegionsWeek](#) [@EU_CoR](#)
[@EU_Regional](#) [@horstk](#) [@EU_eHealth](#)
[@europeanregions](#) [@gmapu](#)
[twitter.com/AgeFriendlyEU/...](https://twitter.com/AgeFriendlyEU/)

🔁 9 ❤️ 5

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 112K people



Sean Harris

@InfoSecHotSpot [FOLLOWS YOU](#)

The Latest In Cyber Security News and Some Poor Attempts at Humor. <https://t.co/CHaVgpK3ao>
infosecspot@gmail.com

[View profile](#)

[View followers dashboard](#)

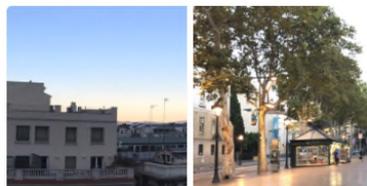
Top mention earned 39 engagements



Sergio Murillo

@muricor · Sep 19

I enjoyed [#Barcelona](#) once again, while running this morning through [#LaRambla](#), before a working meeting of [@silvereconaward](#) [#notincpor](#)
pic.twitter.com/OX4vqcS8qL



🔁 1 ❤️ 6

[View Tweet](#)

Top media Tweet earned 2,901 impressions

[#EURegionsWeek](#) is coming up in less than a month! Exploring an alternative for the future and the [#Silvereconomy](#)
[#SEEDawards](#) [@EU_Regional](#)
pic.twitter.com/C5iDKJ7CEU

SEP 2017 SUMMARY

Tweets **61** Tweet impressions **34.7K**

Profile visits **774** Mentions **51**

New followers **79**



Aug 2017 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,678 impressions
 The **#SilverEconomy #SEEDawards** are for anyone with a product or service that benefits the over 50s... is that you? silvereconomyawards.eu
pic.twitter.com/MfyWKikRNA



↳ 10 ♥ 8

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1.72M people



Murray Newlands
 @MurrayNewlands [FOLLOWS YOU](#)

Jul 2017 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,056 impressions
 Your money and your life: Financing longevity economist.com/news/special-r... via TheEconomist
 ↳ 4 ♥ 3

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1.11M people



Dr. Joyce
 @drjoyce_knudsen [FOLLOWS YOU](#)
 #SeniorFashionista #CreatorStyleSystem, #PsychToday, #NYT, #WomansDay #Glamour #Forbes #SouthChinaMorningPress #NPR #International Author10Books #TrueGiver

[View profile](#)

[View followers dashboard](#)

Top mention earned 21 engagements

AER
 @europeanregions · Aug 28

The **#EURegionsWeek** event is open for registration @EU_Regional @silvereconaward ow.ly/jlou30eyukn
#SilverEconomy #SEEDawards
pic.twitter.com/plqJQSW8Ny



↳ 5 ♥ 5

[View Tweet](#)

Top media Tweet earned 1,443 impressions

We want to live longer...and live healthier too. @nesta_uk on people-powered health.

#SilverEconomy

AUG 2017 SUMMARY

Tweets	61	Tweet impressions	29K
Profile visits	602	Mentions	24
New followers	42		

JUL 2017 SUMMARY

Tweets	48	Tweet impressions	29.8K
Profile visits	770	Mentions	37
New followers	49		

Top mention earned 63 engagements

AER
 @europeanregions · Jul 3

#EURegionsWeek is approaching - Don't miss the @silvereconaward event - Registration open on 10 July - aer.eu/event/alternat...
pic.twitter.com/MJQWtj8m64



↳ 19 ♥ 13

[View Tweet](#)

Top media Tweet earned 1,769 impressions

Before disappearing for holidays, register for our WS "Silver Economy for cities & regions"! 10 October 2017. ec.europa.eu/regional_polic... @gmapu
pic.twitter.com/WmlbzPChRM



1st Communication and Dissemination Activity Report

Jun 2017 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 4,405 impressions

First edition of **#silvereconomyawards** is launched. Apply now until 15th November 2017! **@horstk @EU_eHealth @EIP_AHA @SoKe74 @AgeFriendlyEU**
pic.twitter.com/EDTyetzYK0



↳ 1 ↻ 17 ❤️ 15

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 51 engagements



Andy Bleaden
[@andybleaden](https://twitter.com/andybleaden) · Jun 9

@JavierGanzarain and **@horstk** kicking of the **@silvereconaward** with **@SoKe74** at great **@EIP_AHA** meeting thanks **@Polibienestar @EU_eHealth**
pic.twitter.com/rc1w88YkgE



↳ 1 ↻ 7 ❤️ 10

[View Tweet](#)

JUN 2017 SUMMARY

Tweets
63

Tweet impressions
40.2K

Profile visits
1,041

Mentions
38

New followers
31

Top media Tweet earned 2,397 impressions

Discussions and proposal for innovative solutions to encourage Active and Healthy Ageing (AHA) in Europe **#Valencia @EIP_AHA** event this week.
pic.twitter.com/ttCVAQvTat

May 2017 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,226 impressions

Ready for **#eHealthWeek**! Come and visit us at stand 300 – EU Project Pavilion area. **@EU_eHealth @eHealthWeekEU @europeanregions #SilverEconomy**
pic.twitter.com/YdlalzDTcl



↳ 10 ❤️ 8

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 53 engagements



SoKe
[@SoKe74](https://twitter.com/SoKe74) · May 11

Together we stand :-) **#H2020** projects!
@eHealthweek @SCIROCCO_EU @DoChangeEU @ACTIVAGEproject @silvereconaward
pic.twitter.com/c78ANfNgvo



↳ 13 ❤️ 13

[View Tweet](#)

MAY 2017 SUMMARY

Tweets
42

Tweet impressions
21.2K

Profile visits
884

Mentions
27

New followers
1,326

Top Follower followed by 102K people



Medivizor
[@medivizor](https://twitter.com/medivizor) [FOLLOWS YOU](#)

Top media Tweet earned 1,085 impressions

According to **@WHO**, ageism may now be more pervasive than sexism or racism. **#SEEDAwards** and **#SilverEconomy @AGE_PlatformEU**
pic.twitter.com/uRIMdovXhq



1st Communication and Dissemination Activity Report

Apr 2017 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 3,136 impressions

Why+you+should+seriously+look+forward+to+getting+older
huffingtonpost.co.uk/entry/older-pe... # via HuffPoLifestyle

↻ 3 ♥ 3

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 89.3K people



Lorraine C. Ladish

@lorrainecladish FOLLOWS YOU

HarperCollinsPublishers author, mom, yogini, writer, blogger, speaker, social media influencer. @VivaFifty Founder. Hispanic. Bilingual. Lorraine@VivaFifty.com

[View profile](#)

[View followers dashboard](#)

Top mention earned 29 engagements



SoKe

@SoKe74 · Apr 19

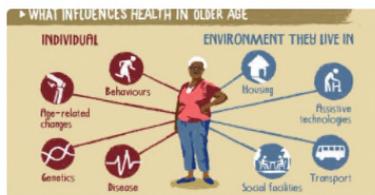
Meet @silvereconaward (EU projects pavillon) and @CoralEurope (echalliance.com/default.asp?pa...) at the #eHealthWeek 2017! @eHealthWeekEU @EIP_AHA

↻ 10 ♥ 5

[View Tweet](#)

Top media Tweet earned 525 impressions

.@WHO #healthy #ageing infographic showing factors that influence health in older age #SEEDawards #SilverEconomy pic.twitter.com/majyqEy8KM



↻ 6 ♥ 8

APR 2017 SUMMARY

Tweets

18

Tweet impressions

9,788

Profile visits

767

Mentions

6

New followers

81

Mar 2017 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,450 impressions

And it is a GREAT opportunity for all members of society! And opening market opportunities for many industries! @EU_eHealth @EIPAHA_Campania twitter.com/EIP_AHA/status...

↻ 7 ♥ 7

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 38 engagements



SoKe

@SoKe74 · Mar 6

Full house at first @silvereconaward Advisory Board meeting! Happy to have so many engaged people on board! pic.twitter.com/JaeEGBnVGO



↻ 1 ↻ 1 ♥ 3

[View Tweet](#)

Top media Tweet earned 1,121 impressions

The advisory board is gathered to discuss the SEED awards @AGE_PlatformEU @empirica_Bonn @CoralEurope @Eurocarers_info @europeanregions pic.twitter.com/sTqqikmQw

MAR 2017 SUMMARY

Tweets

18

Tweet impressions

6,562

Profile visits

517

Mentions

16

New followers

31