



The **Silver Economy Awards**  
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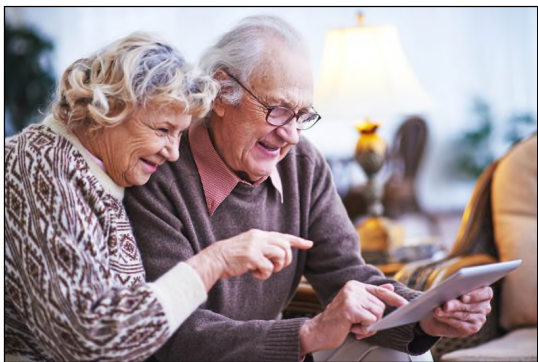
**European Committee  
of the Regions**

## First European Silver Economy Awards Ceremony

3<sup>rd</sup> May 2018

hosted by the Committee of the Regions, Brussels

Powered by the EU-funded SEED project, the European Silver Economy Awards ambition is to reward and celebrate innovative ICT- related products and services from all sectors that help to improve the quality of life of senior citizens. This way, the Awards aim to raise awareness of and strengthen the European Silver Economy movement. They illustrate the breadth of potential consumer markets and public spending involved and the various opportunities available for entrepreneurs, investors, public authorities and civil society.



The first Awards Ceremony is the opportunity to learn more about the nine finalists who will present their solutions and to award the winning applications.



We thank **Mariya Gabriel**, Commissioner for Digital Health and Society, and **Markku Markkula**, First Vice-President of the Committee of the Regions, for giving their moral patronage to this first edition of the European Silver Economy Awards.





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From 13:15	Registration
14:00	Welcome by the moderator, <b>Anne-Sophie Parent</b> , AGE Platform Europe, Secretary General
14:15	<p><b>Opening speeches</b></p> <ul style="list-style-type: none"> <li>• Silver Economy: what is in it for local and regional authorities? <b>Markku Markkula</b>, First Vice President, Committee of the Regions</li> <li>• Digital innovation for active and healthy ageing: which contribution from the European Commission? <b>Mariya Gabriel</b>, Commissioner for Digital Health and Society [Video message]</li> </ul>
14:45	<p><b>Panel discussion: challenges and opportunities of the Silver Economy</b></p> <ul style="list-style-type: none"> <li>• <b>Peter Varnai</b>, Technopolis Europe, Principal</li> <li>• <b>Pia Erkinheimo</b>, Finnish Business Angels Network, Board member</li> <li>• <b>Joan Martin</b>, Louth County (Ireland), Chief Executive</li> <li>• <b>Ebbe Johansen</b>, AGE Platform Europe, President</li> <li>• <b>Karen Boers</b>, European Startup Network, President</li> </ul> <p>Questions &amp; Answers with the audience</p>
15:45	Coffee Break
16:15	<p><b>Discover the nine finalists of the 2018 European Silver Economy Awards</b></p> <ul style="list-style-type: none"> <li>• Public Authorities</li> <li>• Non-for profit organisations</li> <li>• For-profit organisations</li> </ul>
17:15	The way forward: concluding remarks by the moderator, <b>Anne-Sophie Parent</b>
<p><b>17:30 - 19:30</b></p> <p><b>Awards Ceremony &amp; Reception (Atrium)</b></p> <p><b>Master of ceremonias: Andy Bleaden, ECHAlliance</b></p> <p><b>Markku Markkula</b>, First Vice President, CoR &amp; Surprise guests</p>	
	





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## How to access the venue



### Committee of the Regions

Bâtiment Jacques Delors  
Rue Belliard 99-101  
B - 1040 Brussels  
Room JDE 52 (fifth floor)

Metro: Schuman or Malbeek (Line 1/5)

General Access Maps: <http://cor.europa.eu/en/contacts/Documents/cdr-street-map.pdf>

## Registration

If you want to participate, please register [here](#) before 6th April

## Contact person

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