



The  
**Silver Economy Awards**  
Powered by SEED

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

Deliverable 5.1

Advisory Board Constitution



## Document information

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Provincie Noord-Brabant

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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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## List of Acronyms used in the document

Acronym	Translation
AAL	Ambient Assisted Living
AB	Advisory Board
EIP AHA	European Innovation Partnership of Active and Healthy Ageing
UPM	Universidad Politécnica de Madrid
ToR	Terms of Reference



# 1 Executive summary

The SEED project aims at designing and launching a European awards scheme rewarding innovative solutions that demonstrate a significant impact on the quality of life of the ageing population.

SEED is a coordinated action to support the recognition of Silver Economy opportunities arising from demographic change. It will contribute to meeting the high-level policy objectives mentioned in the 'Health, Demographic Change and Well-being' work programme of Horizon 2020, namely to promote healthy and active ageing, to promote market growth, job creation, and the EU as a global leader in the health area.

SEED is designed to activate a wide range of stakeholder groupings, all having a role to play if the benefits potentially provided by the Silver Economy are to be fully realized across the EU.

The European-level awards scheme will serve as a catalyst for stimulating a sustainable Europe-wide ICT supported solutions Silver Economy movement, thereby presenting ways to promote and reward innovative and creative ideas. Moreover, SEED supports the achievement of a triple-win situation whereby the quality of life of older citizens will be increased, the sustainability of public welfare systems will be ensured and new opportunities for the industry will be opened up.

The consortium of the project consists of 9 partners. An Advisory Board (AB) has been set up. The project's AB brings together key networks for an external advise to the consortium. The board will provide strategic advice to the whole consortium and contribute to the wide dissemination of the award among their constituencies.



## 2 Introduction

This report represents the deliverable 5.1 generated by the SEED project. It relies on work pursued in the first six project months within the 5<sup>th</sup> work package of the project's overall work programme. D5.1 details the constitution of the advisory board & agreement of the activity roadmap.

The deliverable incorporates results from Task5.1 where an External Advisory Board (AB) has been set up. The board provides strategic advice to the whole consortium and contributes to the wide dissemination of the award among their constituencies. Commitment has already been obtained in writing from the advisory Board members during the proposal preparation stage and was confirmed at early project stage.

The constitution of the Advisory Board and dedicated terms of reference have been finalized in M4. During the first Advisory Board meeting an agreement of the activity roadmap has been established.

The initial award concept and procedure so far built the basis for discussions with the Project Advisory Board. Results from these discussions guided the revision of concept and procedure and is reported in D1.2 "Consolidated award concept (final)".



## 3 Set up of the Advisory Board

### 3.1 Constitution process

During the proposal preparation phase of the project the Advisory Board Members already expressed their commitment to be part of the Advisory Board (AB).

In December 2016 we have been inviting them officially by sending them an email to join it and we have provided them with information about their role and the activities to be carried out and the composition of the AB. We have attached our new flyer and inserted the twitter account @silvereconaward in all the emails.

#### *Composition of the AB*

The AB brings together key individuals active in silver economy networks and fora external to the immediate project consortium. Its aim is to provide strategic advice to the consortium and contribute to the wide dissemination of the awards. Together, they guarantee outreach to key European Network such as the EIP-AHA Action Groups and full geographic coverage of the Union.

The project's AB brings together key networks for an external advice to the consortium. The following persons have been approached by email with the request to confirm if they consider themselves personally to be officially part of the AB:

- 1) Vesna Dolničar: Coral, Community of Regions for Assisted Living, University of Ljubljana, Slovenia
- 2) Peter Saraga: AAL Ambient Assisted Living Association (EIP AHA Action Group C2)
- 3) Stecy Yghemonos Eurocarers: European Association Working for Carers
- 4) Richard Tuffs: ERRIN (European Regional Research and Innovation Network)
- 5) Jonathan Murray: DIGITALEUROPE
- 6) Donna Henderson: NHS 24 (EIP AHA Action Group B3 coordinator)
- 7) Giuseppe Fico: Life Supporting Technologies, UPM (EIP AHA Action Group A1 coordinator)
- 8) Antonio Cano: Universitat de Valencia (EIP AHA Action Group A3 Coordinator)
- 9) Toni Dedeu: Euregha- European Regional and Local Health Authorities
- 10) Andrew Sixsmith: AGE-WELL- Canada's technology and aging network
- 11) Paul van der Velpen: City of Amsterdam (Member of Eurocities)
- 12) Endre Sandvik: City of Oslo (Member of Eurocities)
- 13) Marielle Swinkels ZorgtechnoService, Smarter Futures, Coral
- 14) Agneta Granstrom: Region of Norrbotten, Sweden
- 15) Nick Guldmond: European Health Futures Forum (EIP AHA Action Group A2 coordinator)
- 16) Claus Eppe: Projektgruppe QuarCer Ministerium für Bauen, Wohnen, Stadtentwicklung und Verkehr
- 17) Esther Davidsen: Community of Regions for Assisted Living, Zealand region of Denmark





All confirmations have been received in the end of December 2016 and at the latest in the beginning of January 2017.

## 3.2 Terms of Reference

Based on the confirmations we have been developing the Terms of Reference (ToR). The ToR contain a short introduction about the SEED project, the aim and objectives, the starting points of the membership and the terms of collaboration and a final list of Members of the Advisory Board (Annex I).

The role of the AB is twofold:

1. Ensuring that the award scheme to be implemented meets the wider needs and requirements of the various stakeholders to be reached out;
2. Supporting the sustainable promotion of the new award scheme beyond the immediate duration of the project.

In operational terms, the AB will:

1. assist in the co-design of the award concept, processes and tools;
2. serve as a forum for the exchange and dissemination of the project outcomes across Europe and elsewhere.

The Terms of Reference have been formalised and agreed during the first AB meeting at 6 March in Brussels. For more information about the ToR we refer to Annex I.

## 3.3 Activity Roadmap

### 3.3.1 Advisory Board Kick-off meeting

During the first AB meeting the AB members have been informed about the project SEED. The Terms of Reference have been presented and formalised. Most of the members have been present at the meeting or have been participating from a distance.

An activity Road map has been presented by AGE Platform and has been discussed with all members to reach an agreement during the first AB meeting on the 6<sup>th</sup> of March 2017.

Besides this activity roadmap for future meetings the following topics have been discussed during the first meeting of the AB:

- Award concept and selection process;
- Silver Economy Domains
- Results of the mapping of existing awards;

For more information, the Agenda and Draft Minutes of the first AB meeting are in Annex II.



### 3.3.2 Future activities

The AB members will meet four times across the duration of the project, with two physical meetings and two virtual meetings.

AB members have agreed on the following timeline and activities for future meetings:

- Meeting 2 - Virtual meeting
  - First week of July (already set)
  - Topic: support to the launch of the first awards call
  
- Meeting 3 - Physical meeting
  - Around February 2018
  - Topic: selection process and ceremony
  
- Meeting 4 - Virtual meeting
  - Summer 2018
  - Topic: lessons learned and long-term sustainability

The second AB meeting will be virtually and is planned on the 4<sup>th</sup> of July 2017. It will be organized by the use of Go To Meeting.

# Annex I Terms of Reference of the Advisory Board

This Annex contains the Terms of Reference of the Advisory Board that have been formalised during the first Advisory Board meeting in Brussels at 6<sup>th</sup> of March.

## Terms of Reference for the Advisory board of the SEED Project

### Introduction

The SEED project aims at designing and launching a European awards scheme rewarding innovative solutions that demonstrate a significant impact on the quality of life of the ageing population.

SEED is a coordinated action to support the recognition of Silver Economy opportunities arising from demographic change. It will contribute to meeting the high-level policy objectives mentioned in the 'Health, Demographic Change and Well-being' work programme of Horizon 2020, namely to promote healthy and active ageing, to promote market growth, job creation, and the EU as a global leader in the health area.

SEED is designed to activate a wide range of stakeholder groupings, all having a role to play if the benefits potentially provided by the Silver Economy are to be fully realized across the EU.

The European-level awards scheme will serve as a catalyst for stimulating a sustainable Europe-wide ICT supported solutions Silver Economy movement, thereby presenting ways to promote and reward innovative and creative ideas. Moreover, SEED

supports the achievement of a triple-win situation whereby the quality of life of older citizens will be increased, the sustainability of public welfare systems will be ensured and new opportunities for the industry will be opened up.

The project consortium consists of 9 partners with different backgrounds. AGE Platform Europe and the awards secretariat will ensure the operational management of the Advisory board (AB).

## Aim and objectives

The AB will bring together key individuals active in silver economy networks and fora external to the immediate project consortium. Its aim will be to provide strategic advice to the consortium and contribute to the wide dissemination of the awards. Together, they will guarantee outreach to key European Network such as the EIP-AHA Action Groups and full geographic coverage of the Union.

The role of the AB is twofold:

- Ensuring that the award scheme to be implemented meets the wider needs and requirements of the various stakeholders to be reached out;
- Supporting the sustainable promotion of the new awards scheme beyond the duration of the project.

In operational terms, the AB will:

- contribute input for the co-design of the awards concept, processes and tools;
- serve as a forum for the exchange and dissemination of the project outcomes across Europe and elsewhere.

## Membership and Terms of Collaboration

1. Membership of the AB is voluntary, unremunerated and by invitation organised by the AB management team (AGE Platform Europe and the Province of Noord-Brabant) on behalf of the Consortium.
2. Membership is at personal level:
  - AB members do not need to consult nor represent the organization that has nominated them;
  - The AB suggests recommendations in a personal capacity in the framework of the SEED project and these are not binding for the AB member's organization.
3. AB Members will be reimbursed by AGE for their travel/accommodation costs in line with the SEED budget rules (economic class airfare only).
4. AB members are expected to participate once a year in a face-to-face meeting (two physical meetings over the course of the project) and in a few virtual meetings or e-mail exchange in-between when consulted on the development of the awards concept and activities related to its implementation and the long-term sustainability strategy. First hand access to relevant project documentations and deliverable will be provided.
5. AB members are expected to:
  - provide advice and share their own experience in response to issues put across by the AB management team;
  - act pro-actively by proposing own topics for discussion if relevant.
6. With the strong support of the SEED partners, the AB will work to further boost the sense of unity of the pan-European movement on demographic change. The AB will help the operational partners in taking stock of the lessons learnt during the awards process, and support its sustainability beyond the project's life-span.

7. AB recommendations are not binding for the consortium that may accept, amend or reject them. However in each AB meeting, the AB management team will do its utmost to report about the use made of AB recommendations wherever applicable.

8. Info disclosed to the AB (i.e. draft versions of project deliverables, key issues on which their feedback is sought, etc.) and the content of the discussions within the AB must remain confidential and may not be revealed to others by AB members nor SEED partners. Meetings will be held under Chatham House rules and no reference to specific contributors will be recorded unless requested by an AB member.

9. Public information (final documents, tools, etc.) will be explicitly identified as such and the AB is encouraged to disseminate them as widely as possible.

The composition and role of the AB members will be publicly acknowledged in key publications and on the project website unless an AB member explicitly asks for her/his membership to AB to remain confidential.

## List of members of the Advisory Board

Name	Nominated by the following organization (s):
Esther Bülow Davidsen	Head of Office Zealand Region, Denmark (EIP AHA, ECHAlliance, Coral etc)
Antonio Cano	Universitat de Valencia (EIP AHA Action Group A3 coordinator)
Toni Dedeu	Euregha- European Regional and Local Health Authorities
Vesna Dolničar	Coral, Community of Regions for Assisted Living, University of Ljubljana, Slovenia
Claus Eppe	Director of Projektgruppe Quartier; Ministerium für Bauen, Wohnen, Stadtentwicklung und Verkehr <b>des Landes Nordrhein-Westfalen</b> , Germany
Giuseppe Fico	Life Supporting Technologies, UPM (EIP AHA Action Group A1 coordinator)
Agneta Granstrom	Region of Norrbotten, Sweden
Nick Guldemond	European Health Futures Forum (EIP AHA Action Group A2 coordinator)
Donna Henderson	NHS 24 (EIP AHA Action Group B3 coordinator)
Jonathan Murray	DIGITALEUROPE
Petra Nilsson Andersen	City of Oslo (Member of Eurocities)
Johan Osté	City of Amsterdam (Member of Eurocities)
Peter Saraga	AAL Ambient Assisted Living Association (EIP AHA Action Group C2)
Andrew Sixsmith	AGE-WELL- Canada's technology and aging network
Mariëlle Swinkels	ZorgtechnoService, Smarter Futures EESV, Coral
Richard Tuffs	ERRIN (European Regional Research and Innovation Network)
Stecy Yghemonos	Eurocarers- European Association Working for Carers

# Annex II - Agenda and Draft Minutes of Advisory Board-Kick off Meeting

This Annex contains the Agenda and Draft minutes of the first Advisory Board Meeting in Brussels.

## Advisory Board - Kick Off Meeting

**6th March 2017 from 15:30 – 18:30**

Venue: AGE Platform Europe

168 avenue de Tervueren – 1150 Brussels

Meeting room on ground floor

(Metro Station: Montgomery/line 1, exit 1)

## AGENDA

**6 March 2017**

### **Main objective of the meeting**

This first meeting will be the opportunity for the AB members to get to know each other and to get acquainted with the SEED project. The draft outlines of the Awards will be at the core of our discussions in order to fine tune it and anticipate most of the issues which could arise



before the launch in June 2017.	
15:30-15:40	<b>Introduction, Anne-Sophie Parent</b> <ul style="list-style-type: none"> <li>- Welcome</li> <li>- Tour de table</li> <li>-</li> </ul>
15:40-16:10	<b>The SEED project at a glance, Sonja Müller and Anne-Sophie Parent</b> <ul style="list-style-type: none"> <li>- Main objectives</li> <li>- The link with the European Covenant on Demographic Change</li> <li>- The SEED project's key milestones</li> <li>- The main communication tools and channels</li> <li>- Q&amp;A with AB members</li> </ul>
16:10-16:20	<b>Role and aim of the Advisory Board, Anne-Sophie Parent</b> <ul style="list-style-type: none"> <li>- Brief overview of the terms of reference (see document attached)</li> <li>- Q&amp;A with AB members</li> </ul>
16:20-16:30	<b>Break</b>
16:30-17:15	<b>Award concept and selection process</b> <ul style="list-style-type: none"> <li>- Presentation of the award concept (D1.1), Sonja Müller (see</li> </ul>

	<p>document attached)</p> <p>Discussion with AB members regarding the domains to be addressed (refer to part 3 of D1.1)</p> <ul style="list-style-type: none"> <li>- High-level jury, Julia Wadoux (see document attached)</li> </ul> <p>Discussion with AB members on the composition and name proposed.</p>
17:15-18:00	<p><b>Mapping of existing awards</b>, Agnese Pantaloni</p> <ul style="list-style-type: none"> <li>- Presentation of findings to feed in the operational preparation of the Silver Economy Awards</li> <li>- Reaction of AB members and input on potential experience with awards scheme.</li> </ul>
18:00-18:30	<p><b>Sponsoring concept</b>, Sonja Müller</p> <ul style="list-style-type: none"> <li>- Presentation of the first outline for the sponsoring concept of the Silver Economy Awards</li> <li>- Discussion with AB members</li> </ul>

# Advisory Board - Kick Off Meeting

**6th March 2017 from 15:30 – 18:30**

Venue: AGE Platform Europe

168 avenue de Tervueren – 1150 Brussels

Meeting room on ground floor

(Metro Station: Montgomery/line 1, exit 1)

## Draft Minutes

### Participants

Name	Organisation	
Anne-Sophie Parent	AGE Platform Europe, SEED	Present
Nhu Tram	AGE Platform Europe, SEED	Present
Julia Wadoux	AGE Platform Europe, SEED	Present
Javier Ganzarain	AGE Platform Europe, SEED	Present
Sonja Müller	Empirica, SEED Coordinator	Present
Agnese Pantaloni	AER, SEED	Present
Sergio Murillo	Biscay Province, Spain, SEED	Apologies
Esther Bülow Davidsen	Zealand, Denmark	Present
Antonio Cano	Universitat de Valencia, Spain	Present

Name	Oganisation	
Toni Dedeu	Euregha	Apologies
Vesna Dolnicar	CORAL	Present
Claus Eppe	Nordrhein-Westfalen, Germany	Present
Giuseppe Fico	UPM, Spain	Present
Agneta Granstrom	Region of Norrbotten, Sweden	Present
Nick Guldemon	European Health Futures Forum	Present
Donna Henderson	NHS24, UK	At distance
Jonathan Murray	Digital Europe	Apologies
Petra Nilsson Andersen	City of Oslo, Norway	Apologies
Johan Osté	City of Amsterdam, the Netherlands	At distance
Peter Saraga	AAL Association	At distance
Andrew Sixsmith	AGE Well, Canada	At distance
Marielle Swinkels	ZorgtechnoService, the Netherlands	Apologies
Richard Tuff and Anett Ruszanov	ERRIN	Present
Stecy Yghemenos	Eurocarers	Present

## 1/ The SEED project at a glance

- Main objectives
- The link with the European Covenant on Demographic Change
- The SEED project's key milestones
- The main communication tools and channels

*Refer to the PPT presented by Sonja Müller and Anne-Sophie Parent and provided after the meeting.*

### Issues raised:

- How to make sure we will create a movement that will cover all the industry sectors concerned? This is indeed one of the most challenging part. This is why the participation of Jonathan Murray (Digital Europe) in the AB. Webinars could be developed and organized to raise awareness and mobilise the industry. The work to be conducted on sponsoring will also support that movement. Last but not least, SEED consortium partners will participate to key events to reach out that audience.
- The definition of Europe that will be used will match with the one of Horizon 2020, basically EU 28 + associated countries.
- There is a critical need to extend the knowledge around the Silver Economy, this is not a well-known concept, it is still very abstract. This will be key to secure engagement of all actors and sectors.
- The SEED perspective is to go beyond a consumerist approach and to cover all areas of life of older persons (refer to the 8 domains of the WHO age-friendly cities and communities framework). The on-going reflection around the Blueprint should also provide with key elements.
- Important to clearly define the incentives for the applicants.

## 2/ Role and aim of the Advisory Board

- Brief overview of the terms of reference (see document attached)
- Q&A with AB members

*Refer to the Terms of Reference provided ahead of the meeting*

## 3/ Award concept

- Presentation of the award concept (D1.1) - Discussion with AB members regarding the domains to be addressed (refer to part 3 of D1.1) - discussion based on the 6 domains defined in D1.1: (a) Housing, (b) Mobility and Tourism, (c) Health and Long-Term Care, (d) Well-Being, prevention and self-care, (e) Citizenship and Consumerism, (f) Employment, education and training.

*Refer to the PPT presented by Sonja Müller*

### Issues raised

- Make sure the issue of older migrants is covered (e.g. specific language issues) and related it to age-friendly neighborhoods. The latest is really a good comprehensive approach. For example, refer to the EU funded project “Active Ageing of Migrant Elders across Europe (AAMEE).  
Indeed there is no limitation in the type of application, any initiative is welcome and can cover different domains, not only one. Most probably we will have concrete examples to illustrate the categories and encourage any good initiatives to apply to the awards.
- The Awards categories could reflect the 8 domains of WHO, namely (a) Outdoor spaces and buildings, (b) Transportation, (c) Housing, (d) Social participation, (e) Respect and social inclusion, (f) Civic participation and employment, (g) Communication and information, (h) Community support and health services.

The WHO domains are maybe not enough consumer focused (we miss the whole range of consumer goods (food, drink, clothes, household appliances, etc.)). There is also a need to address the industry and not only the public authorities. Basically find key concept that will speak to both audiences.

- Cross-cutting sectors: new technologies and security/safety

#### 4/ High-level jury

- Discussion with AB members on the composition and name proposed.

*Refer to the PPT presented by Julia Wadoux*

#### Issues raised

- That would be key to align the discussion between the ultimate awards goal, the assessment criteria and the high level jury.  
The jury members could actually reflect the assessment criteria of the awards: for instance it might make sense to have investors on board, the banking sector and to extend to different sectors of the industry. Move away from a traditional policy approach while keeping. The start-ups could also be an interesting target group. Representatives of big industries are essential vehicle in getting to scale.
- Important to liaise with Reference Sites of the EIP AHA
- Gender balance is key and essential.
- Names of the jury members should be make known ahead and used as a communication tool around the awards.
- As for the prize and incentives around the awards, we should adapt the message to the 3 categories → they might not have the same “needs”.
- Name proposed:
  - o Nicole Denjoy, COCIR
  - o Cristina Garmendia Mendizábal, Fundacion COTEC
  - o Rafael Bengoa, Health and Consumer Affairs Minister Basque Country

- Representative of the European Investment Bank
- European Umbrella Organisation of the main industry sector
- Jean-Luc Vanraes (Brussels Capital), chair of the AER Committee for Economy and Regional Development

## 5/ Mapping of existing awards

- Presentation of findings to feed in the operational preparation of the Silver Economy Awards
- Reaction of AB members and input on potential experience with awards scheme.

*Refer to the PPT and the list of Awards used for the mapping exercise presented by Agnese Pantaloni*

### Issues raised

- Clear agreement to have an on-line application form with support to the applicants. The better the support will be, the less the Awards secretariat will be overwhelmed by questions! Foresee a FAQ section as well as a video to explain how to apply.
- For the first edition, merge the sponsors together with the supporters of the Awards.