



The  
**Silver Economy Awards**  
Powered by SEED

## Terms and Conditions

These terms and conditions apply to applications submitted for the **Silver Economy Awards** operating on the Silver Economy Awards' website at [www.silvereconomyawards.eu](http://www.silvereconomyawards.eu). By submitting an application, you agree to be bound by the following Terms and Conditions.

Applications can only be submitted through the online application form on the above mentioned website. Application forms must be completed in English. No other languages will be accepted. Only applications complying with the eligibility criteria will be accepted.

Your application will not be judged on its linguistic quality but on its content. It is the innovative dimension and the genuine added value of your ICT-related solution for your target group that will be decisive for your chances of winning the award.

The Awards Secretariat ([info@silvereconomyawards.eu](mailto:info@silvereconomyawards.eu)) is available to help you to clarify questions related to filling in the form.

### Background

The Silver Economy Awards aim to catalyse a sustainable European digital Silver Economy movement by promoting and rewarding innovative products and solutions that have proved to improve the quality of life of people aged 50 and above.

The first edition of the Awards Scheme is organised by the SEED Project ([www.silvereconomyawards.eu](http://www.silvereconomyawards.eu)) (the "organiser"), a project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 727625. The Awards Secretariat is operated by AGE Platform Europe (<http://www.age-platform.eu/>).

### Timeline

Applications must be submitted via the Silver Economy Awards' webpage at [www.silvereconomyawards.eu](http://www.silvereconomyawards.eu) by **15 November 2017 at 23.59 CET**. Eligibility check will be done within 4 weeks upon receipt of your application. A three-staged evaluation process will take place between December 1<sup>st</sup> and April 1<sup>st</sup> 2018. The Award finalists will be publicly announced on the 9th of April 2018 and will be invited to present their innovations during the Awards Ceremony, which is planned to be held in Brussels, Belgium in May 2018. The final decision of the winner for each of the categories will be taken and announced at the event.

The organiser reserves the right to change these dates if necessary.



## Who can apply

Any innovator responding to the challenges and opportunities of our ageing populations with game-changing ICT-enabled solutions can apply. The Silver Economy Awards are open to submissions of ICT-related product, service and business innovations aimed at any age group over 50.

The Silver Economy Awards scheme covers three types of ICT-related innovation:

- Product & service innovation
- Business innovation
- Social innovation

Innovative solutions are welcomed from the broad spectrum of areas that make up the European Silver Economy including:

- Housing, Outdoor Spaces and Buildings
- Mobility, Tourism and Leisure
- Civic & Social Participation, Communication and Information
- Health & Long-term Care
- Wellbeing, Prevention & self-care
- Consumer Goods and Services
- Employment, Education & Training

Employees of any organisation involved in the SEED Project, or any of their subsidiary companies, agents or members of their families or households, are not eligible to apply for the Awards. This does not exclude employees of the sponsors, their subsidiaries and associated companies who are eligible to apply for the Awards.

## Awards Categories

There are three Awards Categories:

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

For each category, one application will be awarded.

## How to take part

Complete and submit your application form online:

- Register on <http://silvereconomyawards.eu/sea/register>, receive an authorisation email and login on <http://silvereconomyawards.eu/sea/login>.
- Complete the fields (save as you go along); you can come back in and complete the application form later). Please note that draft applications can only be saved if mandatory fields marked with a \* are filled in. You can enter “xxx” or any other substitute in order to be able to save a draft. All entries can be changed again when you revisit your draft application.



- You may upload some additional document, video, etc.
- Agree to the Terms and Conditions.
- Select status “submit” and click “Save” before 15 November 2017.

## Evaluation process

The Silver Economy Awards winners will be selected in a three-step evaluation process:

- **Round 0:** All applications undergo an eligibility check performed by the Awards Secretariat. The eligibility check will be performed 4 weeks upon receipt of the application and applicants will be informed about the result.
- **Round I:** All eligible applications will be ranked by some peer Members of the [Covenant on Demographic Change](#) according to a detailed assessment of how the solution meets the evaluation criteria. Public authority Members will review the applications submitted in the public authorities category; non-for-profit organisation Members will review those submitted in the non-for-profit category; and for-profit organization Members will review those submitted for the for-profit category. The best 10 applications per category (“shortlist” of 30) are “transferred” to next phase of the evaluation process.
- **Round II:** A selection panel composed of the SEED consortium leaders and the two Vice-Presidents of the Covenant on Demographic Change will use the same evaluation criteria to select the three top-scoring applications (“Award finalists”) in each Award Category.
- **Round III:** The EU High-level jury, using the same evaluation criteria, will do the final selection of the Award winners for each of the three Awards Categories.

The juries’ decisions are final and SEED will not enter into any correspondence concerning the Awards selection process including, but not limited to, the selection of Award winners, announcement of results, and decisions on lack of eligibility or on disqualifications.

## Eligibility criteria

- For being eligible, applications must be written in English.
- For being eligible, applications must be submitted by a legal entity based in the EU or in an EU Associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia).<sup>1</sup>
- For being eligible, solutions proposed for the Awards shall be implemented in the EU or in an Associated country (Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia).<sup>1</sup>
- For being eligible, applications must address one or more discernible needs and/or aspirations of those aged 50+, thereby relating to typically experienced age-related life courses.
- For being eligible, applications must pursue at least one type of innovation with help of ICT, i.e. product/service innovation and/or business model innovation and/or social innovation.
- As a minimum requirement regarding deployment prospects, applicants must at least be capable of identifying opportunities for uptake of the innovation pursued within a discernible deployment domain or market segment.

<sup>1</sup> Source: [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)



## Evaluation criteria

All evaluators to rank the applications will apply the following evaluation criteria. The criteria all have equal weighting:

- **Innovation** covers the innovative aspect of the solution. It may be an innovative product or service in itself, in the way ICT is employed, in terms of its business model, how it was co-created or co-designed, the stakeholders involved, the impact on society or any other way the solution is new or different.
- **Benefits** cover the impact on the target audience as well as any wider impact or benefits. The description should be clear about whether these are measured or projected and could cover, for example, participation in employment, social, economic, cultural, or civic affairs, as well as the ability to remain healthy and live independently.
- **Economic value** covers detail in what way the solution creates (or is expected to create) economic value. This can be expressed in financial terms or in terms of other resources and should be substantiated, wherever possible, with available evidence.
- **Maturity** covers the level of maturity of the solution both in terms of technology (whenever relevant) and market maturity. This should include whether the solution is at pilot stage or has been mainstreamed and could involve projected future deployments.
- **Business model/economic sustainability** covers the business model proposed for the solution, and whether economic sustainability has been achieved so far or how it is planned to be achieved, for instance:
  - When it comes to solutions developed by commercial organisations, profitability may be achievable through market revenues;
  - When it comes to solutions pursued by public bodies and non-profit NGOs, costs involved may be covered by public budgets, donations, subsidies, user co-payments or a combination of different funding sources;
- **Replicability and scalability** covers how, where and when the solution has been replicated/could be replicated beyond its original implementation, the benefits of scalability and how (in terms of process, costs, etc.) the solution would adapt to other cultural or geographical contexts.

## Promotion and marketing

The names and applications of those submissions that make it to the shortlist, as well as the Award finalists and winners will be published on the website. They may also be requested to take part in promotional activity. By entering you agree that the organiser, potential sponsor(s) and members of the media have non-exclusive permission to use your application (except information you clearly indicated as confidential) and/or your name, image and audio and/or visual recordings of you in any non-commercial publicity with due credit. End usage may include articles in newspapers / magazines / websites / social media posts / blogs / the showcase section of our website; printed materials at our Awards Ceremony; on-screen visuals at our ceremony; videos and photos displaying Award finalists and winners; and presentations related to these Silver Economy Awards.

## Personal Data

Any data processing activities within the project will be carried out in accordance with currently applying European data protection legislation.

In particular, personal data collated through the project's application submission portal will only be used



by the Awards Secretariat for interacting with the applicant in line with these Terms and Conditions. In part, data collated will be processed in anonymised form, e.g. for generating an overview of applications received by country or area. Personal data will not be disclosed to a third party without your prior written consent.

## Use of images and information

By applying to the Silver Economy Awards, you confirm that you have produced the application entries yourself and you have not copied it. You further confirm that your application entries do not infringe any third party rights (including intellectual property and privacy rights). You declare that the information provided is true and agree to inform the organiser immediately of any change to the information provided including changes to your contact details on this email address [info@silvereconomyawards.eu](mailto:info@silvereconomyawards.eu).

You agree that the organiser and third parties authorised on the behalf of the SEED coordinator empirica GmbH, including potential sponsors and media, may make your application information available for non-commercial marketing or internal communications purposes related solely to the Silver Economy Awards. Example usage includes newspapers / magazines / websites / social media posts / blogs / the showcase section of our website; printed materials at the Awards Ceremony; prints at exhibitions specifically related to the Awards; projected and on-screen visuals at the Awards Ceremony; videos and photos displaying Award finalists and winners; and presentations related to these Silver Economy Awards. At all times you retain full ownership and our usage is non-exclusive. If the organiser receives a request to display work outside of these forms, then the Awards Secretariat will contact you to request your explicit permission, giving full details of the mediums and materials where the organiser would like to use the submitted work.

Winners of the Silver Economy Awards agree to sign a release form in connection with their application, if requested by the organiser.

The organiser may also, in appropriate circumstances, and at its sole discretion, reject, edit, remove or disable access to application information that appear to be legally or otherwise problematic, e.g. infringe the copyright or other intellectual property or privacy rights of others, are defamatory, etc. or for any other reason deemed justified by the organiser. Notwithstanding the above, the organiser will endeavour to display all applications in the showcase section of its site. The organiser does not guarantee to display all applications, as it must assess each application for eligibility and suitability.

## Responsibility for materials submitted

You are responsible for the legality, originality and copyright of the work submitted in your name.

By submitting your entry through the online application form, you hereby confirm you have the rights to distribute the content used in your application and that the content used does not violate any commercial and judicial EU regulations and national law in your country of residence.

You agree that your application:

- Does not use false contact information details or identifying details, impersonating any person in order to mislead the Silver Economy Awards jury;
- Does not violate the principle of autonomy, beneficence, non-maleficence, justice, non-discrimination and equality;
- Does not feature or use any images or words that contain nudity or are in any way untrue, misleading, distasteful, blasphemous, obscene, libellous, defamatory, indecent, harassing or threatening;



- Does not contain any personal details about another person who is not a credited creator of the work being entered (for example, their name, where they live or what they do);
- Does not break personal privacy regulations, infringe copyright and intellectual property rights, violate legal rights of any party or proprietary to a brand, an individual or a company (except you, the person submitting the work in his/her name);
- Does not contain any computer virus or other malware that may be harmful to the organiser's computer systems;
- Does clearly indicate any confidential information.

The organiser reserves the right to disqualify you and your application(s) if there are reasonable grounds to believe that you have breached any of the Terms and Conditions. The organiser reserves the right to delete any offending material and remove the corresponding entries from the Silver Economy Awards.

If you are disqualified from the Silver Economy Awards the organiser may select a replacement.

## Liability

The organiser is not responsible for:

- Any damage, loss, injury or disappointment suffered by your application into the Silver Economy Awards or as a result of accepting one of the prizes;
- Any loss or damage that is not reasonably foreseeable;
- Any injury or damage to an entrant's or any other person's computer or digital systems relating to their participation in the Silver Economy Awards;
- Any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost, damaged or delayed as a result of server functions, technical issues, virus, bugs or other causes outside our reasonable control.

The organiser reserves the right to cancel or amend the Silver Economy Awards scheme or the Terms and Conditions if an event outside of our reasonable control occurs (e.g. a catastrophe, war, civil or military disturbance, force majeure). The organiser will display any changes on the website.

The decision of the organiser in relation to any dispute about these Terms and Conditions, conduct, results and all other matters relating to the Silver Economy Awards scheme is final and the organiser will not enter into correspondence.

Submitting your application implies that you have the legal authority to accept these Terms and Conditions.

