



The **Silver Economy Awards**
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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).





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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).





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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.

