

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

Deliverable 1.1

Consolidated Award Concept v.1

Document information

Organisation responsible

empirica

Authors

Sonja Müller (empirica)

Werner B. Korte (empirica)

Lutz Kubitschke (empirica)

Contributing partners

all

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List of Acronyms used in the document

Acronym	Translation
AAL	Ambient Assisted Living
SE	Silver Economy

1 Executive summary

The recognition of the Silver Economy as a comprehensive political and economic paradigm holds the promise to benefit not only older people themselves but public welfare systems and the private economy as well. However, realising the full potentials generally provided by the Silver Economy is anything else but a self-fulfilling prophecy.

SEED is designed to activate a wide range of stakeholder groupings, all having a role to play if the potentials generally provided by the Silver Economy are to be fully realised across the EU. The European-level award scheme will serve as a catalyst for stimulating a sustainable Europe-wide digital Silver Economy movement, thereby presenting ways to promote and reward innovative and creative ideas that tap into the potential that lies in an ever growing number of active, healthy, mobile and solvent older citizens.

The Silver Economy Awards are intended to reward excellence in innovative products and services which have gained a certain level of maturity rather than mere research outcomes, e.g. in terms of solutions that have already been practically implemented and are starting to show benefits flowing from them to older people, other stakeholders and/or society as a whole.

The award scheme will be targeted towards public, NGOs as well as commercial stakeholders and sectors of the Silver Economy to reinforce a pan-European movement acknowledging the opportunities for age-friendly and innovative products and services falling within the scope of the Silver Economy. In terms of geographic coverage, the scheme is envisaged to target all Silver Economy actors based in the EU and H2020 Associate Countries.

Three types of applicants (public authorities, non-for-profit / non-governmental organisations, for-profit organisations) are to submit their application according to three awards categories irrespective which techno-economic cluster or type of ICT enabled innovation will ultimately be concerned.

All applications are to be submitted online only, through a simple pre-set web form. The selection process of the award winners is to follow a four-staged approach:

- 1) Step 0: All applications will undergo a first eligibility pre-screening to ensure that applications proceeding to the next step are complete and meet the basic criteria.
- 2) Step I: In a next step, all applications received will be ranked according to a detailed set of assessment criteria.
- 3) Step II: A nominated panel will further select the best three applications in each award category.
- 4) Step III: The final selection of the winners and runner ups will be done by the high level EU Jury to be set up early in the proposed action.

The general thrust of the award scheme to be implemented is to reward excellence in the field of innovative products / services by means of Europe-wide publicity rather than financial incentives. It is therefore proposed to not award any prize money to the winners, at least not in the framework of the 1st award edition. Instead, a high level award ceremony is to be organised at the end of the 1st edition selection process.

2 Introduction

This report represents the first deliverable generated by the SEED project. It relies on work pursued in the first three project months within the 1st work package of the project's overall work programme. D1.1 details the initial award concept and procedure that will build the basis for discussions with the Project Advisory Board. Results from these discussions will guide the potential revision of concept and procedure and will be reported in D1.2 "Consolidated award concept (final)".

Work package 1 focuses on conceptually preparing the award scheme. This includes the conceptual preparation of the award as described in chapter 3 and the definition of the award procedure as outlined in chapter 4.

Results of work package 1 will guide the operational preparation of the award scheme in work package 2, focusing on the implementation in operational and technical respect.

3 Award concept

3.1 Branding

Following an intensive debate internal to the SEED consortium during the project's start-up, it was decided to decouple the branding of the award scheme to be implemented from the SEED project branding. This decision is based on the following considerations:

- The award scheme should be recognised as a long-term initiative, directed to continue after the ending of the EU funded SEED project.
- The branding should allow for a smooth hand-over by the SEED consortium to the European Covenant on Demographic Change (or a successor organisation capable and willing) to implement subsequent award editions.
- The branding should enable attracting the attention of a potentially very wide range of stakeholders, in terms of being technology domain agnostic.
- At the same time, there should be a connection to the current SEED project funded under the H2020 programme.

Against this background, an award title has been agreed as follows: The Silver Economy Awards - powered by SEED.

3.2 Conceptual focus of the award scheme

For some years already, the term "Silver Economy" has come to wider use in the public debate in connection with globally observable demographic transition processes. However, there is no commonly accepted definition of this term and quite different notions of what the Silver Economy concept might entail have emerged respectively. Against this background, the proposed conceptual focus of the Silver Economy Awards is presented in the remainder of this chapter according to the following dimensions

- Products and services to be addressed
- Types of innovations to be addressed
- Economic sub-domains to be addressed
- Stakeholders to be targeted.

3.2.1 Products & services

Different notions of what the emergence of the Silver Economy might entail in more concrete terms have come to the fore over recent years, one primarily relating to the social economy and another one primarily relating to consumer industries.¹

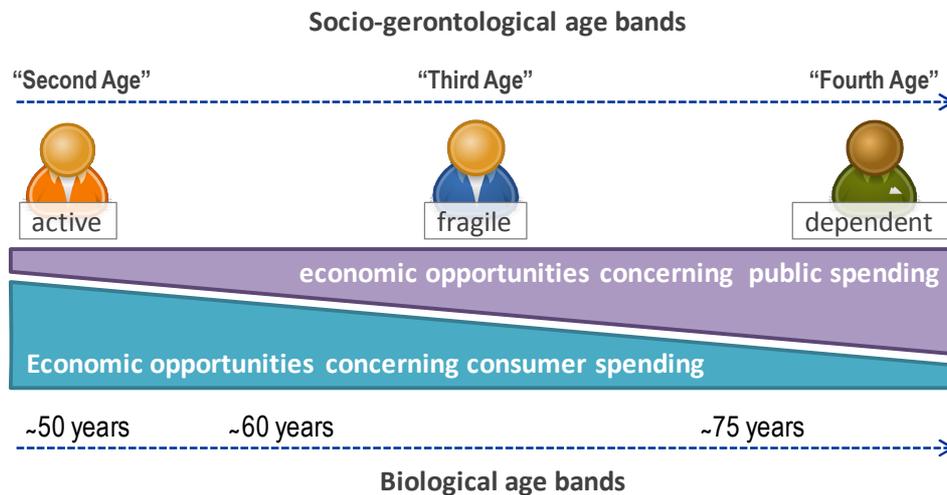
¹ See e.g. the "Bonn Declaration for the Silver Economy - Silver Economy as an opportunity for quality of life, economic growth and competitiveness in Europe" adopted at the "Silver Economy in Europe" Conference on 17 February 2005 in Bonn (http://www.silvereconomy-europe.org/network/about/declaration_en.htm). For academic references see e.g. T. Domonkos et. al. (2013): MODELLING THE ECONOMIC POTENTIAL OF THE SILVER ECONOMY, NEUJOBS working paper no. D12.3 / 20.8.2013.

The social economy driven Silver Economy discourse has yet put the main focus on public interventions addressing specific challenges connected with population ageing, e.g. when it comes to anticipated impacts on current labour markets or welfare systems.

In contrast, the industry driven Silver Economy debate has up to now mainly focused on how older people can optimally be targeted in their roles as consumers. Both perspectives have relevance for the purposes of SEED. This is also suggested by a recent publication of the European Commission: “For the purpose of this document, “Silver Economy” covers the existing and emerging economic opportunities associated with the growing public and consumer expenditure related to population ageing and the specific needs of the population over 50”².

Furthermore, existing definitions of the Silver Economy have frequently focused on biological age, thereby encompassing economic activities directed towards the 50+ population. In contrast, gerontological research suggests that personal needs and preferences tend to change as people pass through different phases of life. This is e.g. reflected in the concepts of the so called “Second Age”, “Third Age” and the “Fourth Age”. While the “Second Age” can be understood as a pre-retirement phase in a person’s life course characterised by maturity and independence, the “Third Age” can be understood as a post-retirement and pre-disability phase of life, albeit slight age related decline may start taking effect. As a further post-retirement phase in life, the “Fourth Age” is characterised by functional decline taking strong effect in day-to-day life, thus resulting in a high risk of dependency. Although these life course phases are not genuinely defined by biological age, for pragmatic reasons, some scholars have proposed to assign particular age bands to the concept of the “Second”, “Third” and “Fourth Ages”.

Figure 1 - Age bands typically addressed in the Silver Economy



² European Commission (2015): GROWING THE EUROPEAN SILVER ECONOMY. BACKGROUND PAPER, 23 FEBRUARY 2015, p. 7.

When adopting such a perspective it seems useful to conceptually focus the Silver Economy Awards on economic opportunities arising from an adequate market response to the needs of older people as they pass from their “Second Age” over the “Third Age” towards the end of life within their “Fourth Age”, as graphically summarised by Figure 1. Throughout this “journey”, both socio-economic life circumstances and age-related decline tend to have an important impact on the changing of personal preferences and needs, albeit not to an equal extent across all phases of life. An adequate market response to personal needs/preference profiles typically observed during the later stages of the “Second” and “Third Ages” largely concerns consumer activities of older people themselves. However, the focus tends to shift towards enabling independent living, personal support and social participation during the “Fourth Age”, frequently (not always) through services provided under public or statutory delivery schemes.

For the purpose of the Silver Economy Awards it is proposed to focus on ICT related product and service innovations directed towards people being in the later stages of their so called Second Age (aged 50+) as well as to those who are in their so called Third Age (aged 60 to 74) or Fourth Age (aged 75+).

Examples of market segments frequently mentioned in the literature when it comes to addressing the “Second Agers” and/or “Third Agers” include e.g. cosmetics, fashion, tourism, culture, continued education and financial products.³ Markets frequently mentioned in relation to the “Fourth Ager” include e.g. housing, health care and social care.⁴

3.2.2 Types of innovation

In fact, older people - as a dedicated target market - have attracted the attention of industry during the 1990s already; a development which is e.g. reflected in diverse consumer segmentation approaches that have emerged since then.⁵ However, realising the full potential generally provided by the Silver Economy seems anything but a self-fulfilling prophecy. In particular when it comes to the intersection of two accelerating key trends - the ageing of the population and the digitalisation of the society - exhaustive exploitation of the potential generally provided by digital solutions for addressing the ageing challenge and creating new economic opportunities has yet to occur, despite considerable public interventions⁶. On the surface, at least, many of the innovations in this field may appear,

³ G. Ahlert, B. Stöver and M. I. Wolter (2014): Möglichkeiten der Darstellung der volkswirtschaftlichen Bedeutung der Pflege- und Seniorenwirtschaft. Study on behalf of the German Federal Ministry of Economic Affairs and Energy

⁴ Ibid.

⁵ See e.g. George P. Moschis, Euehun Lee and Anil Mathur (1997): Targeting the mature market: opportunities and challenges. In JOURNAL OF CONSUMER MARKETING, VOL. 14 NO. 4 1997, pp. 282-293 and Bauer Media (2007): Das Marktpotenzial der Generation 50plus in Deutschland als Anforderung an die zukünftige Kommunikationspolitik - wie reagieren Werbung und Medien? Schriftenreihe Bauer Media Akademie, Issue no.8.

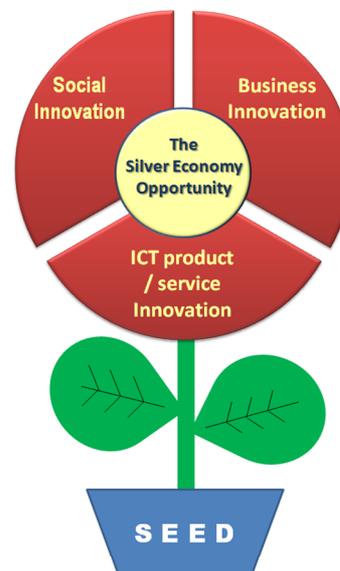
⁶ For more than a decade, national governments and the European Commission have invested considerable amounts of financial resources into experimentation with ICT solutions for older people, e.g. in the fields of health care and social care. However, wider mainstreaming of such solutions into day-to-day practice has yet to occur. See e.g. Kubitschke, L., & Cullen, K. (2010). ICT & Ageing - European Study on Users, Markets and Technologies. European Commission.

‘self-evidently’, to have a high utility value for meeting the needs of older people. This has sometimes led to a tendency to see the problem as one of only needing to spread the message in order for widespread deployment and market development to take-off. The reality, in fact, seems quite different - even in countries where there has long been awareness of what ICT can offer and a high receptiveness towards ICT, full embedding and mainstreaming of innovative ICT systems and applications has often been slow.⁷

As suggested by available evidence, different types of innovations may be required to fully realise the potential generally provided by the emerging Silver Economy:

- a) ICT-related product / service innovation refers to technology / product development efforts that may be needed at the 'closer-to-market' end of the innovation lifecycle and process, in addition to more basic RTD. There are e.g. a variety of more recent technology developments which hold potential to facilitate active ageing and well being. However, the nature of ICT related innovation is currently undergoing a structural change. Over the last 30 years, when compared with other technology domains, ICT has evolved into a key “cross cutting” technology. More than ever, ICT is now playing a key role when it comes to ensuring competitiveness in a diverse range of industries, and it is spreading across almost all aspects of day to day life. The more ICT in terms of a “cross-cutting” technology is penetrating all aspects of economic and private life, the more will its innovation potential - and related economic opportunities - concern the “integration of often already existing technologies in existing systems and their optimisation respectively” rather than basic technological inventions.
- b) ICT-related business innovation refers to efforts that may be needed to arrive at sustainable value chains and business models for ICT-based Silver Economy products / services. As mentioned earlier, some market segments in this field represent a complex public-private mix of players that interact and have roles to play in ensuring that useful technologies are developed, implemented and used. Failure in establishing sustainable value chains and related business models has been repeatedly highlighted as a factor hindering wider uptake of innovative ICT-based solutions, albeit these may have been successfully piloted in an experimental setting. Beyond mere technology innovation, ICT-related business innovation thus deserves particular attention within SEED as well.

Figure 2 - Typology of innovations to be covered



⁷ Ibid.

- c) ICT-related social innovation refers to new strategies, concepts, ideas and initiatives to meet the needs and aspirations of older people involving civil society. These include novel solutions to social problems that are more effective, efficient and/or sustainable than current solutions. This may concern a variety of aspects of life ranging from improving working conditions of older employees over education to community development, health or well being. Social innovation may also concern the social processes of innovation itself, e.g. in terms of co-creation of innovative solutions to a perceived problem and/or open source methods and techniques.

For the purposes of the Silver Economy Awards three types of ICT-related innovation are proposed to be covered, including (a) ICT-related product & service innovation, (b) ICT-related business innovation and (c) ICT-related social innovation.

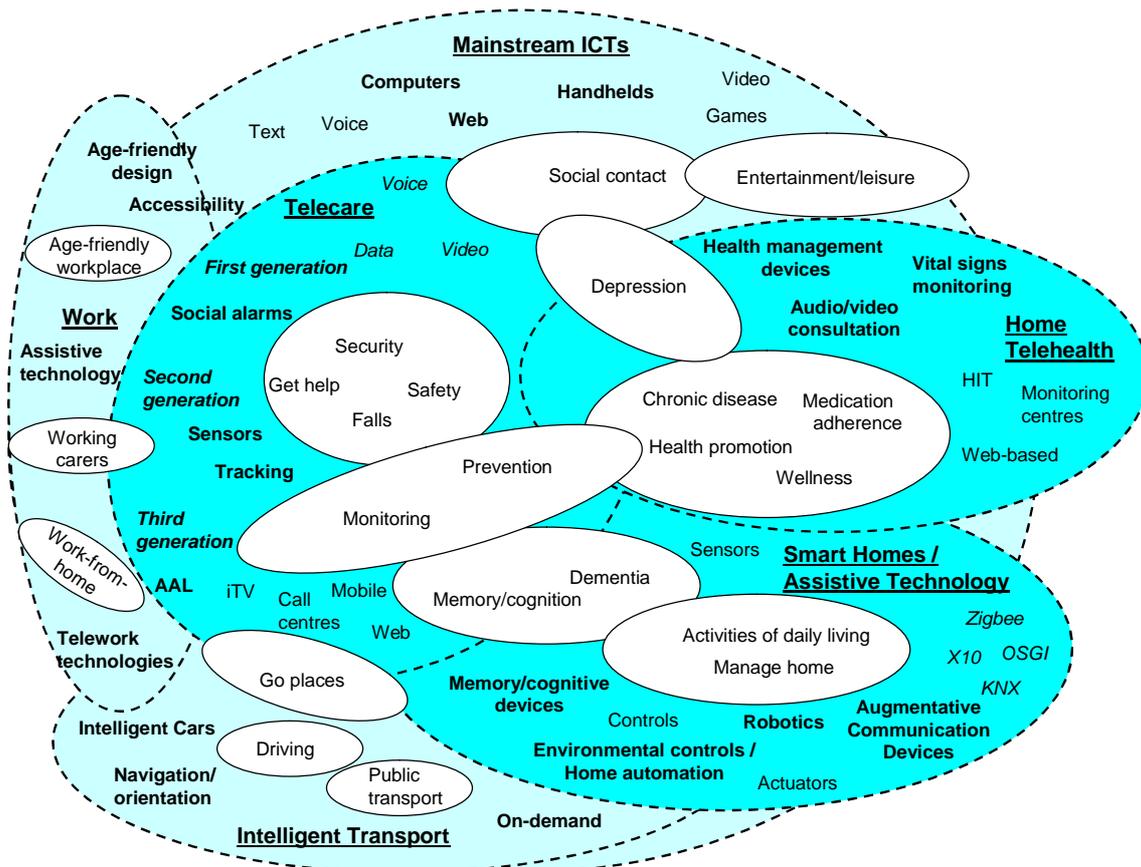
3.2.3 Silver Economy sub-domains

According to the Horizon 2020 call for proposals the Silver Economy Awards are to put the focus on "ICT innovation for active and healthy ageing". In general, a potentially very wide-ranging spectrum of ICT innovations can be considered to offer opportunities in this respect. There have been various attempts to map the potential generally provided by ICT against the particular needs of an ageing population, as e.g. summarised by Figure 3 below.

A more recent study focussing on the Ambient Assisted Living (AAL) market distinguishes e.g. three types of end-user environments which typically differ in terms of technology usage patterns and demand dynamics, namely the workplace, the society/ community and the environment. It is however striking that a stakeholder workshop held to generate a meaningful structuring of the AAL market along this typology did not deliver the desired outcome. In fact, "the stakeholders were unable to agree upon the definition of the market, also because of its rapid evolution"⁸.

⁸ Kurt Salomon and IDC (2014): Study on Market Observatory in the Ambient Assisted Living field. p. 23

Figure 3 - The spectrum of older peoples' needs & relevant technologies



Source: "ICT Et Ageing Study", 2010⁹

In order to capture all the complexity of the AAL market scenario, an analytical structuring was finally developed along a number of generic ICT categories, including vertical solutions and apps (home /work /community), analytics and social technologies, platforms and IT infrastructure systems, connectivity and service enablement and intelligent systems, equipment, devices and sensors¹⁰. Albeit this structuring has proved useful for the purposes of the aforementioned AAL study, it does - in its generality - however not enable a meaningful linkage to commonly discerned market segments or areas of economic activity.

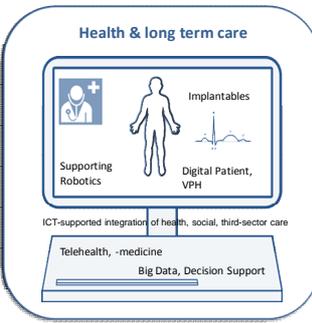
For the purposes of the Silver Economy Awards it seems therefore helpful to group the potentially relevant technological space into techno-economic clusters which tend to enfold their own demand and supply dynamics, in terms of customers served and product/service providers involved. Such a clustering requires a level of granularity that can be applied across different countries in terms of a coherent structuring of the overall (digital) Silver Economy according to conceptually meaningful - and operationally manageable - sub-domains, whilst still enabling the capturing of as much detail and differentiation as possible.

⁹ Kubitschke, L. And Cullen, K. (2010). ICT Et Ageing - European Study an Users, Markets and Technologies. European Commission.

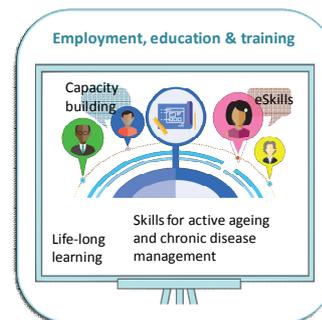
¹⁰ Ibid.

A taxonomy proposed for the purposes of the Silver Economy Awards distinguishes six techno-economic clusters. Table 1 provides some initial examples of ICT-related innovations that can be identified across these clusters.

Table 1- ICT innovations according to techno-economic clusters

Cluster	Example	
Housing	e.g. ICT systems augmenting the home environment such as smart home systems and connected home solutions (smart living environments for the elderly & Internet of Things); housing schemes with ICT enabled services such as remote energy management, safety monitoring, entertainment, service / domestic robotics	
Mobility & tourism	e.g. ICT-augmented age-friendly tourism such as hotel rooms incorporating intelligence through an ICT platform; augmented age-friendly mobility such as assistance systems for older drivers; barrier-free environments and seamless / accessible mobility such as provision of accessible information to travellers and inter-modality exchanges	
Health & long-term care	e.g. ICT for chronic disease management and remote programmes supporting adherence to treatment; Telecare such as advanced home safety monitoring solutions and ICT-supported integration of care delivered by different parties (health, social, third-sector); personal health systems/medical devices such as implantables; big data analytics & solutions such as decision support systems for patients, professionals and health system planning; service robotics supporting stationary / home care; robot-assisted rehabilitation; ICT systems enabling personalised medicine/treatment; VPH / in-silico medicine / Digital Patient	
Wellbeing, prevention & self-care	e.g. ICT enabled patient empowerment and self-management services such as online counselling; personalised digital coach for physical, mental and social wellbeing (Avatar); personal health devices; mHealth apps; ICT-enabled nutrition support and analytics; digitalised social protection systems; innovations on early markers of ill health	

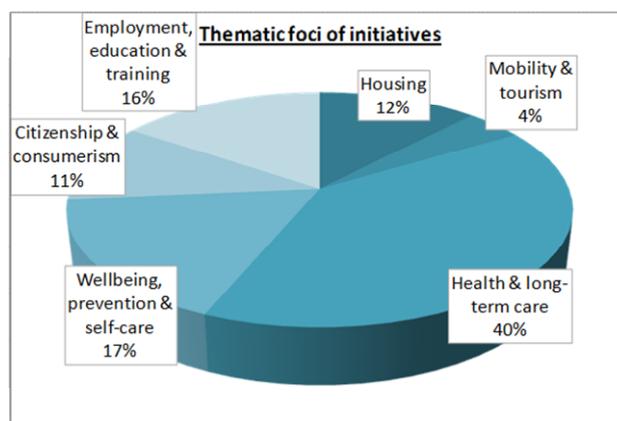
Cluster	Example
Citizenship & consumerism	e.g. virtual communities & digital neighbourhood platforms for community building; social participations and mutual support; personalised interfaces and service processes for commercial and public online services (e.g. ATM machines) and online services such as e-banking, e-commerce and e-government; age-friendly designed electronic gadgets and ICT devices; mobile apps for Active Ageing
Employment, education & training	e.g. accessibility and inclusiveness of the labour market (regulations, change of perception on older people, ageism); wide-spread reconciliation of paid work and informal care; virtual communities and mutual support; ICT and robotics fostering employment capacity; ICT research and innovation & ageing (e.g., customisable user interfaces, co-design); (e)Skills and (e)Leadership skills / Education for active ageing/ employment; ICT-enabled services for caring workers; life-long learning and strategies against the digital divide



During the preparation phase of the SEED proposal, the consortium has undertaken a quick scan of Silver Economy initiatives directed towards ICT-based innovation across the techno-economic clusters identified above. The results suggest that individual instances of innovative solutions potentially relevant to the Silver Economy Awards can be identified across all six clusters, whereby 140 initiatives could be identified overall (Annex 1). More than half of the identified initiatives fall however within the “health & long term care” cluster (40%) and the “well being, prevention & self care” cluster (17%). Lower numbers of initiatives could be identified across the remaining clusters. Particular care will thus need to be taken by the Silver Economy Awards to effectively activate innovators across the full spectrum of potential innovation domains.

At the same time, care needs to be taken that useful innovations do not remain unconsidered for the purposes of the Silver Economy Awards just because they may not fit neatly into predefined sub-domains of the Silver Economy. In fact, there is a number of Silver Economy related initiatives relying on similar taxonomies when compared with the one presented above (Annex II). Each of these follows an inherent logic, and there is much overlap with the sub-domains presented above. Nevertheless, the demarcation lines between individual sub domains and the

Figure 4 - Identified initiatives according to clusters



number of sub-domains included overall end to remain a bit arbitrary in each case. Not least, the emerging nature of digital solutions for the Silver Economy suggests that related innovations may not in every single case concern a single, well definable sub-domain or market segment.

For the purposes of the Silver Economy Awards it is therefore proposed to not confine eligibility of applications to a pre-specified set of Silver Economy sub-domains or techno-economic clusters. Furthermore, it is proposed to not confine individual awards categories to pre-specified Silver Economy sub-domains or established market segments.

3.2.4 Stakeholders

In terms of geographic coverage, the award scheme is to target all Silver Economy actors based in the EU and H2020 Associate Countries. In particular it is to address a wide range of stakeholders such as public authorities, civil society organisations, investors and entrepreneurs. To enable addressing the full spectrum of stakeholders and techno-economic innovation clusters potentially relevant for the further maturing of the Silver Economy, it seems useful to keep the threshold for participating in the award scheme as low as possible. At the same time, it will be important to identify instances potentially attaining supra-regional mass appeal.

Therefore, it is proposed that the award concept is kept simple when it comes to particular application categories within which a dedicated award is to be donated. Rather than defining a set list of categories which would cover specific areas of innovation or market segments, it is currently envisaged to define three categories along the line of stakeholder types rather than types of innovation or technology domains as follows:

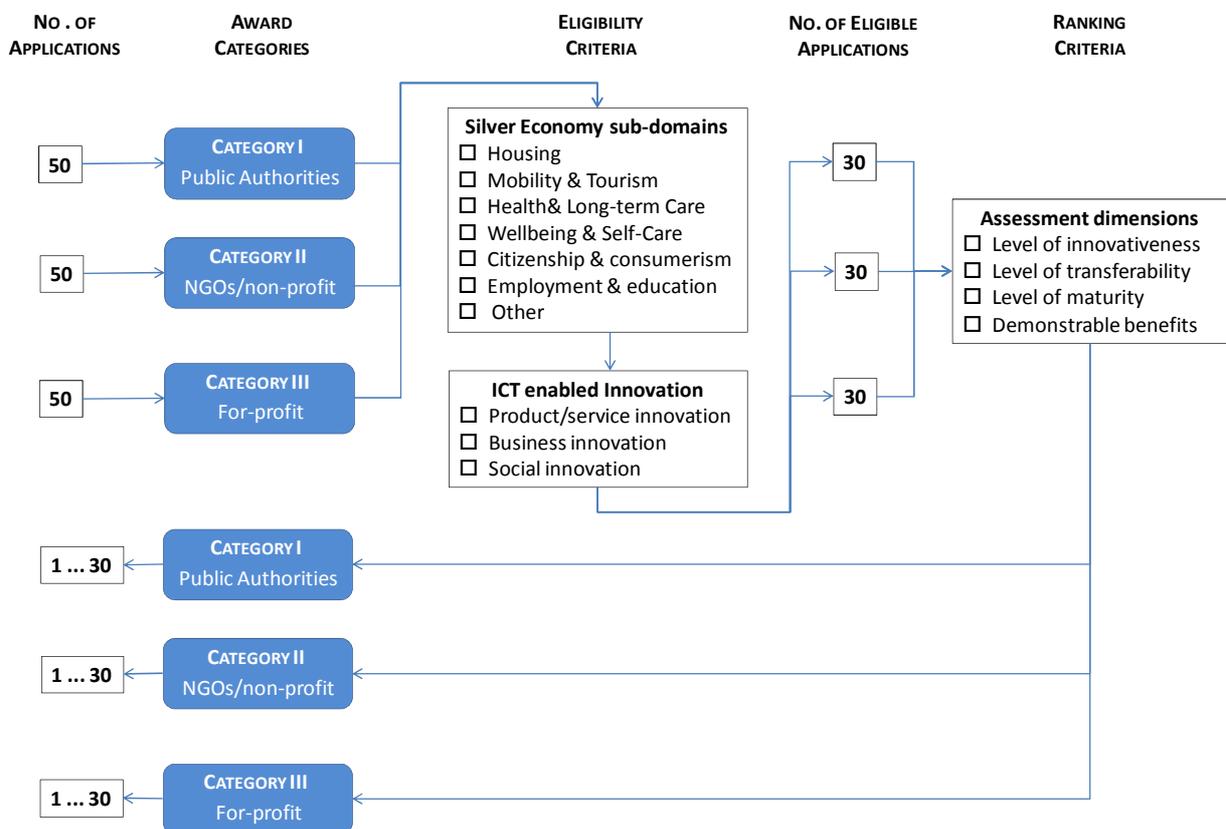
- Award category 1: Public authorities
- Award category 2: Non-for-profit non-governmental actors
- Award category 3: For-profit actors

3.3 Conclusive Summary

The Silver Economy Awards are intended to reward excellence in innovative products and services which have gained a certain level of maturity rather than mere research outcomes, e.g. in terms of solutions that have already been practically implemented and are starting to show benefits flowing from them to older people, other stakeholders and/or society as a whole. As graphically illustrated by Figure 5, the award scheme will be targeted towards public, NGOs as well as commercial stakeholders and sectors of the Silver Economy to reinforce a pan-European movement acknowledging the opportunities for age-friendly and innovative products and services falling within the scope of the Silver Economy. In terms of geographic coverage, the scheme is envisaged to target all Silver Economy actors based in the EU and H2020 Associate Countries.

Three types of applicants (public authorities, non-for-profit / non-governmental organisations, for-profit organisations) are to submit their application according to three awards categories irrespective which techno-economic cluster or type of ICT enabled innovation will ultimately be concerned. Such an approach has several advantages when e.g. compared with a technology domain specific approach. To begin with, the risk of losing any interesting innovations which may not immediately fall under any pre-specified domain categories is avoided. It also enables a "level playing field" for different types of actors who have a role to play in fully realising the potential provided by the Silver Economy, by enabling applicants to compete only with similar types of stakeholders. Not least, the proposed three award categories correspond with the membership categories of the European Covenant on Demographic Change, which will again enable a first screening of the applications through a peer review system. This can also be considered an advantage when it comes to ensuring suitability and continuation of the award scheme after the end of the SEED project.

Figure 5 -Overview of the proposed award concept (illustrative figures)



For being generally eligible for the selection procedure each application must clearly demonstrate that ICT is utilised for supporting people aged 50 years and over in leading an active and/or healthy life, whereby one or more typical needs of "Second Agers" and/or, "Third Agers" and/or "Fourth Agers" are to be addressed within at least one sub-domain of the Silver Economy. Each application must also demonstrate that at least one type of ICT-enabled innovation is pursued. A ranking of all eligible applications will be conducted according to four assessment dimensions, namely the assessed level of:

- (a) Innovativeness,
- (b) Inter-domain and/or geographic transferability,
- (c) Maturity, sustainability and scalability
- (d) Demonstrable benefits for the target group.

4 Award procedure

4.1 Application process

All applications are to be submitted online only, through a simple pre-set web form. It is envisaged that a number of mandatory reporting fields to be completed in English will be included. As far as required the application form will be adapted to the individual award categories.

Explicit consent will be sought from each applicant as to whether they accept the award conditions in general and the publication of the information submitted in particular.

It is proposed that a certain proportion of the applications submitted will be published, even if they may not be awarded a prize (the first 10% to 20% of all eligible applications received according to the initial ranking). These could be classified as ‘finalists’ after a thorough assessment and extensive discussions by the jury from which the winners are to be drawn.

All applicants will also be requested to certify that to their knowledge the information they are providing is correct. Moreover, they will be requested to select a few key words among a pre-set list. This is to help website visitors in searching the database of short listed applications and finalists. On a voluntary basis, applicants will be able to upload additional material such as videos, photos, or documents (which may be in their own language) to illustrate their initiative.

With a view to lowering the threshold for submitting applications, the online submission tool to be set up will offer the opportunity to save draft versions prior to the ultimate submission of the application, e.g. by setting-up a password protected submission process.

4.2 Selection process

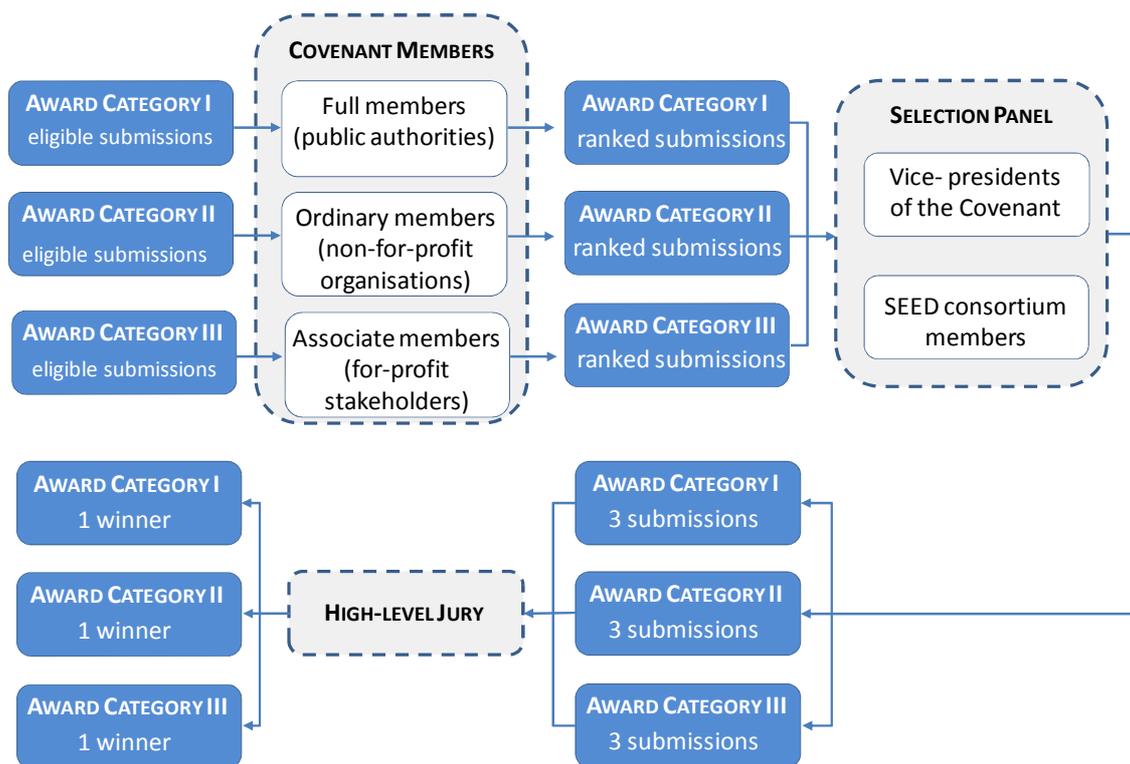
The selection process of the award winners is to follow a three-staged approach as graphically summarised by Figure 6. Overall, four selection steps are to be carried out as follows:

- Step 0: All applications will undergo a first eligibility pre-screening to ensure that applications proceeding to the next step are complete and meet the basic criteria.
- Step I: In a next step, all applications received will be ranked according to a detailed set of assessment criteria. This initial peer-review is planned to be carried out by the member of the Covenant on Demographic Change as follows:
 - a) Applications received under award category 1 (public authorities) will be reviewed by the Covenant Full members (composed of public authorities only)
 - b) Applications received under award category 2 (not-for-profit non-governmental actors) will be reviewed by the Covenant Ordinary members (composed of not-for-profit stakeholders only)

- c) Applications received under award category 3 (for-profit actors) will be reviewed by the Covenant Associate members (composed of for-profit stakeholders only).

Covenant members assessing an application will be requested to indicate any potential conflict of interest. Guidance materials to be compiled (WP2) will make explicitly clear that the assessment must be based exclusively on the information provided in the application form. The initial ranking must be performed exclusively in accordance to the assessment criteria set out in the guidance document.

Figure 6 - Overview of the proposed selection process



- **Step II:** A nominated panel will further select the best three applications in each award category. The panel is currently envisaged to be composed of the Vice-Presidents of the Covenant (one is a public authority elected by Full members, the other one is a not-for-profit actor elected by the Ordinary members) and nominated representatives of the SEED consortium partners.
- **Step III:** The final selection of the winners and runner ups will be done by the high level EU Jury to be set up early in the proposed action. By means of an online facility, jury members will rank finalists in each category to identify the winner and runners up.

The four staged, participatory approach sketched above has a number of advantages when compared with possible alternative approaches. To begin with, the legitimacy and

transparency of the selection process is facilitated by involving a comparatively large number of individuals into the overall selection process. Also, the "level playing field" mentioned in relation to competing applicants will be guaranteed in relation to those involved in the selection process, at least when it comes to peer reviews under Step I. By introducing a further intermediate selection Step II, the operational burden for high level jury members will be brought down to a manageable level. Against the background of experiences gained by individual consortium members through their participation in comparable award selection procedures, this aspect deserves sufficient attention right from the beginning if relevant candidates are to be convinced to participate not only for the first award edition, but for subsequent editions as well. It will also allow a fair and thorough evaluation of all applications within a reasonable time span.

4.3 Awarding event/prize

The general thrust of the award scheme to be implemented is to reward excellence in the field of innovative products / services by means of Europe-wide publicity rather than financial incentives. It is therefore proposed to not award any prize money to the winners, at least not in the framework of the 1st award edition. Instead, a high level award ceremony is to be organised at the end of the 1st edition selection process. It is currently envisaged to hold this event in Brussels, with the participation of the high-level jury members and all nine winners (3 per category). The event will be public and each finalist will be given the opportunity to briefly present their initiative prior to the announcement of the category winner by the President of the Covenant on Demographic Change.

Beyond the publicity gained through the awarding event itself, further incentives will be offered to the award winners. These include the promotion through dedicated communication measures according to SEED's communication plan. Furthermore, dedicated communication materials generated by SEED will be made available to them. The application files will also remain retrievable at the award's web platform and related web statistics will be shared with them (e.g. the number of visitors accessing their file).

Annex I - Results of an initial country screening of activities potentially relevant to SEED

This Annex contains the list of all Silver Economy activities identified during the initial country scan. The following coding classifications were used for presentation purposes.

Type of initiative ("Type")

1. Cross-sector policy initiative
2. Sectoral policy initiative
3. Funding scheme
4. Stakeholder network
5. Research activity
6. Implementation activity
7. Product / service
8. Consulting

Thematic focus ("Focus")

1. Housing
2. Mobility & tourism
3. Health & long-term care
4. Wellbeing, prevention & self-care
5. Citizenship & consumerism
6. Employment, education & training

Country / Title		Initiator	Year / Duration	Focus/Rationale	Type	Focus	Impact Assessment	Source
AT	Active Ageing Initiative	Region of Schneebergland	2013-2014	Regional ageing initiative, covering community support, age-friendly housing/construction and social inclusion.	1	1 2	http://www.industrieviertel.at/wp-content/uploads/2015/07	http://www.region-schneebergland.at/activeageing.html

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							/EB-aa-141107_Handlungsoptionen_de.pdf	
AT	Promoting Public Transportation Use for Older People	Salzburg StadtBus and Zentrum für Generationen & Barrierefreiheit (ZGB)	2004		1	2		http://bit.ly/1fZTKnR
BE	Flanders'Care	Flemish Government		Housing: increase the number of older people living independently. Social participation: increase the number of older people who are socially active. Respect and social inclusion: increase in number of policies/strategies targeted at older people	2	1 5	-	http://www.flanderscare.be/en
BE	Living Labs Care Flanders	iMinds vzw		Create new care concepts, services, processes and products together with the end-users (elderly, informal carers, professional caregivers, etc.) test and validate them in practice	5	3 4		www.flanderscare.be/en/
BE	DUO for a JOB		2012	Inter-generational mentoring. Experienced professionals in (early) retirement are put into contact with young job seekers	6	6		http://www.duoforajob.be/#!home/chbe
BE	'MC² Experience @ Work' supports employment of 50+ workers in Belgium	HazelHeartwood		Multi Company Mobility Centre is a platform enabling employees older than 50 years to stay at work with different companies, whilst keeping a contract with their original employer.	6	6		http://www.age-platform.eu/good-practices/employment/2118-mc-experience-work-support-employment-of-50-workers-in-belgium
BG	Integrated eCare service	Centre for	2014-ongoing	Integrated, ICT-supported social and health	6	3	Expected for early 2017	http://beyondsilos.eu/pilo

Country / Title		Initiator	Year / Duration	Focus/Rationale	Type	Focus	Impact Assessment	Source
		Protection of Rights in Healthcare (CPRH)		care services addressing older people suffering from long-term conditions or acute episodes				ts/sofia-bulgaria/
CH BE IE	INSPIRATION	EU		Software development		3		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
CH	LEA –Living Every Age	Cross sectoral		Label for age friendly housing	7	1		http://www.lea-label.ch/
CY ES DE SL IE	SOPHIA	EU		Creation of a social platform		5		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
CZ	U3A platform	Center of Lifelong Learning in Prague		The Center of Lifelong Learning in Prague represents a new model of an intergenerational, non-vocational education for all ages.	7	6		http://www.age-platform.eu/good-practices/employment/1239-center-of-lifelong-learning-in-prague-and-its-volunteers-
CZ	National Programme on Preparation for Ageing for 2003-2007		2002		1	3 4		http://www.ccre.org/docs/Elder_Report_EU.pdf http://bit.ly/1D8yffD
CZ	Telemonitoring programme	University Hospital Olomouc		Telemonitoring of patients with advanced heart failure or heart infarct				
DE	Best Agers Lighthouses:	Lead: Academy of	2012-2014	creating and promoting advantages of age	2	6		http://www.best-agers-

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DK PL LT LV EE FI SE	Mentoring ageing strategies in Baltic companies	Economics Schleswig-Holstein, Germany		management in small and medium-sized enterprises and public organisations				lighthouses.eu/
DE	Die nordrhein-westfälische Landesinitiative Seniorenwirtschaft	Ministerium für Gesundheit, Soziales, Frauen und Familie des Landes Nordrhein-Westfalen	2002	ICT for older people, living, service provision, craft, Tourism, sports, wellness	1	1 3 4		„Seniorenwirtschaft Nordrhein-Westfalen – ein Instrument zur Verbesserung der Lebenssituation älterer Menschen“
DE	Wirtschaftsfaktor Alter	Bundesministerium für Familie, Senioren, Frauen und Jugend	2008	Verbesserung der Lebensqualität, Innovation von Service und Technologie	1, 5, 8	3 6		http://www.rkw-kompetenzzentrum.de/projekte/initiative-wirtschaftsfaktor-alter/
DE	Landesinitiative Niedersachsen Generationengerechter Alltag	Lower Saxony Ministry of Social Affairs, Health and Equality	2006	Raise awareness about the different needs of a society of old age, Working together with universities and students to do research on innovation	1 5	3 4 5		https://www.b2match.eu/itb2015/participants/91
DE	Wirtschaft und Lebensqualität im demografischen Wandel	Institut für Arbeit und Technik		Seniorenwirtschaft	5	1 3 4		http://www.iat.eu/index.php?article_id=56
DE	Integrated eCare service	Gesundes Kinzigtal	2014-ongoing	Integrated, ICT-supported social and health care services addressing older people	6	3	Expected for early 2017	http://beyondsilos.eu/pilots/kinzigtal-germany/

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				receiving home care				
DE	EQUAL- Offensive für Ältere	EU, Bundeministerium für Wirtschaft und Arbeit,	2003	Job market	1	6		
DE	Geriatric Care Concept	Saxon State Ministry of Social Affairs and Consumer Protection	2010-2015	Elderly people should be enabled to lead an independent life in the home environment	2	4 5		https://publikationen.sachsen.de/bdb/artikel/11680 .
DE IE HU NO NL FI	JOIN IN	EU		Creation of an online social platform		5		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
DE	Quality label „Shopping for all generations“	German Federal Ministry of Family Affairs, Senior Citizens, Women and Youth	2011	Label within the strategy Economic Factor “Old Age”	1	5		http://bit.ly/1gDJa73
DE	“Tourism 50 plus”	German Federal Ministry of Family Affairs, Senior Citizens, Women and Youth	2011	Label within the strategy Economic Factor “Old Age”	1	1		http://bit.ly/1gDJa73
DE	PflegeWiki			Wikipedia-type online encyclopaedia	7	6		http://www.pflegewiki.de

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				focussed on social care				
DE	Mobidat	Albatros gemeinnützige Gesellschaft für soziale und gesundheitliche Dienstleistungen		Barrier-free City information Website	7	5		www.mobidat.net
DK	SAM:BO	Region of Southern Denmark, cooperation between hospitals and municipalities		ICT based health solutions. agreement on collaboration between health sectors based on digital technologies, aiming at higher quality, efficiency and patient satisfaction, and better collaboration between all health and social care players in the Region.	2	3	See Doc: rs_catalogue.pdf	https://syddansksundhedsinnovationeipaha.files.wordpress.com/2013/11/how-to-guide.pdf
DK	MedCom	The Ministry of Health Danish Regions Local Government Denmark	2014-2015	Realisation of the national telemedicine action plan, Clinically Integrated Home Monitoring, deployment of telepsychiatry and the deployment of telemedical ulcer assessment. Full dissemination and implementation of message-based communication in regions and municipalities, in addition to an ongoing focus on full dissemination and implementation of MedCom standards between hospitals, municipalities and general practitioners	2 6	3	Success Factors: http://www.afeinnovnet.eu/node/357	http://www.medcom.dk
DK	Life Long Living – maintaining independent living as long as possible	The Health and Care Department; Municipality of Fredericia	ongoing	Inclusive services for older citizens	6	1 3	total saving of approx. DKK 15 million per year (approx. 2 mio. euro).	http://bit.ly/1JxkoAF
DK	Energy efficient lighting improving the well-being of	Gate 21		Testing on whether the right lighting can improve health and well-being in the elderly	5	4		http://www.gate21.dk/UK/

Country / Title		Initiator	Year / Duration	Focus/Rationale	Type	Focus	Impact Assessment	Source
	elderly people				7			
DK	Health Innovation Zealand (SIS)	The Unit of Regional Development for Region Zealand		Contributing to the development of the healthcare services and thereby enhancing business development in the region	2 5	3 4		http://www.zealanddenmark.eu/en/healthy-growth
DK	We can live longer and healthier	National prevention and promotion commission appointed by the government	2008/2009	Recommendations to improve prevention and health promotion especially for older people, user participation, self-determination	2	1 3 4		
DK	FLEX-SENIORITY – A SHORTCUT TO ACTIVE AGEING Denmark	Senior Unity of Aarhus		Campaign on age-friendly practices within the workplace	6	6		http://www.age-platform.eu/good-practices/employment/1378-flex-seniority-a-shortcut-to-active-ageing-denmark
EE	Social alarm button service	Tallinn Social Welfare and Health Care Department		Telecare service enabling older people to live as long as possible in their homes	7	3		AFEInnovnet
EE	Policy for the Elderly		1999		1	3 4 6		http://raulpage.org/koolitus/elderly.html
EE	Integrated eCare service	East Tallinn Central Hospital	2013-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from chronic heart failure aged 65 years and above	6	3	Expected for early 2016	http://pilotsmartcare.eu/smartcare-regions/tallinn-ee/
EE	eHealth strategy	Estonian Ministry of Social Affairs	2000-ongoing	Covering the establishment of a nationwide integrated electronic health record system,	2	3		

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				standardisation and interoperability, and the use of the existing ICT infrastructure				
EE	Electronic Health Record Project of Estonia	Estonian Ministry of Social Affairs	2005-2008	Implementation as part of the Estonian eHealth strategy	6	3		
ES	eZaintza	University of Deusto		Provides care for people with problems of temporal and spatial orientation	7	3		http://www.afeinnovnet.eu/node/650
ES	HOST	University of Valencia		Smart technologies for self-service to seniors in social housing	6	1 4		http://www.afeinnovnet.eu/node/376
ES	Smart House Living Lab	Universidad Politecnica de Madrid		Smart House Living Lab	5	1		http://www.afeinnovnet.eu/node/375
ES	Andalusian e-Health Strategy (AeHS)	Regional Ministry of Health and Social Welfare of Andalusia		Policy strategy for eHealth implementation	2	3	Yes, see EC Doc: European innovation partnership on active and healthy ageing guide	https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
ES	Andalusian Strategy on Active Ageing	Regional Ministry of Health and Social Welfare of Andalusia		Active ageing policy strategy, covering inter-alia the use of ICT in ageing	1	1 3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
ES	Diverse Projects	Basque Country		Age friendly environment and ICT	5	3	Yes, see EC Doc: European innovation partnership on active and healthy ageing guide	https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
ES	TicSalut / InnohealthHub Catalunya	Department of Health of the Government of Catalonia and other stakeholders		Regional innovation center	5 6	3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf

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ES	Integrated care programme for older patients	Consejería de Sanidad de la Comunidad de Madrid		Integrated care programme, including use of ICT	2	3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
ES	Integrated eCare service	Valencia Region, Hospital LaFe	2014-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from chronic conditions	6	3	Expected for early 2017	http://beyondsilos.eu/pilots/valencia-spain/
ES	Health Information System of the Generalitat Valenciana (SISAN)	Valencia Region, Hospital LaFe	2012-ongoing	Integrated health information system covering primary care, hospital care, extra-hospital emergency care and central services and public health.	7	3		
ES	Integrated eCare service	Badalona Serveis Assistencials	2014-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from chronic conditions or acute episodes	6	3	Expected for early 2017	http://beyondsilos.eu/pilots/badalona-spain/
ES	Integrated eCare service	SALUD Aragon	2013-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from chronic heart failure aged 65 years and above	6	3	Expected for early 2016	http://pilotsmartcare.eu/smartcare-regions/aragon-es/
ES	eVIA	Spanish National Cluster of Information and Communication Technologies		Enhance Health, Accessibility, Social Inclusion and Active Ageing	4	3 4 5		www.coral-europe.eu/33-2/
ES	ASSDA Tele-assistance	Agencia de Servicios Sociales y Dependencia de Andalucía (ASSDA)		Social alarm service	7	3		http://www.ict-ageing.eu/?page_id=1340
ES	Integrated support for	Agencia de	2010-2013	The service revolves around the closer	6	3	http://independent-	http://independent-

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	telecare clients	Servicios Sociales y Dependencia de Andalucía (ASSDA), Salud Responde		integration of the services provided by ASSDA with the services provided by Salud Responde.		4	project.eu/fileadmin/INDEPENDENT/documents/INDEPENDENT_D7-2.pdf	project.eu/pilots-amp-evaluation/pilot-descriptions/
ES UK IT IE	BREATHE	EU		Improving QoL of informal caregivers	6	3		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
ES PT IE DE UK	eCAALYX	EU		Health monitoring	6	3		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
ES	GeneDiversity	Novartis Spain		Encourage intergenerational solidarity in the workplace (Seminars, mentoring...)	6	6		http://www.age-platform.eu/good-practices/employment/1531-novartis-spain
EU	Silver Economy Network of European Regions	EU	2005	Network of European regions engaged in the Silver Economy	4	1 2 3 4 5 6		http://www.silvereconomy-europe.org/

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EU	CORAL - Community of Regions for Assisted Living	EU regions		An informal community of regions, aiming to improve regional policies for Active and Healthy Ageing. 38 regions (May 15)	4	3 4 5		http://www.coral-europe.eu/
EU	Reboot: European partnership to promote adult education	Public Authorities and Universities		To respond to the educational challenge of an ageing population in Europe	2	6		http://www.rebootretired.eu/aims-objectives/
EU	Acceptable Robotic Companions for Ageing Years	EU	2011	Socially intelligent service robot for elderly at home	5	1 3		http://accompanyproject.eu
EU	DALi, Devices for Assisted Living	Coordinator: Universidad degli studi di Trento	2007-2013	extendinE the people autonomous life beyond the home	5	3	http://www.ict-dali.eu/dali/impact.html	www.ict-dali.eu
EU	Silver -Supporting Independent Living for the elderly through robotics	Project Consortium	2012-2016	The SILVER project searches for new technologies to assist elderly people in their everyday lives. By the use of new robotics based technologies, the elderly can continue independent living at home even if they have physical or cognitive disabilities.	5	3		http://www.silverpcp.eu/project-overview/
EU	CareNet	EU Consortium	2012-2014	ICT competences in two target groups: care-workers and older persons	6	6		www.carenetproject.eu
FI	Virtual Elderly Care Services on the Baltic Islands	Saaremaa Arenduskeskus SA	2010-2013	Video conferencing device	6	3		http://bit.ly/1Mzibq9
FI	InnoELLI Senior Programme	South Finland Regional Alliance	2006-2008	ICT&Ageing	2 3	3 4		http://www.ict-ageing.eu/?page_id=1626
FI	Finnish National Programme for Ageing Workers	Ministry of Social Affairs and Health,	(1997 – 2002)	Supporting the labour market position of people aged over 45 years	2	6		http://bit.ly/1eN3vVw

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		Ministry of Labour, Ministry of Education						
FI	Elderly People	City of Oulu		Supporting independent living and home care using technological products and services	2 7	1 3		http://www.ouka.fi/oulu/english/elderly-people
FI	Regional Programme 2003-2006, Regional Plan 2020	Region of Kainuu	2003-2006	Addressing the challenge of demographic ageing in Kainuu	1	3 4		http://www.ccre.org/docs/Elder_Report_EU.pdf
FI	TampereSenior – The ageing society as an opportunity	The city of Tampere	2012-2020	Develop an operational model for an active life and healthy ageing	1	3		http://www.tampere.fi/english/tampereinfo/projects/tampere-senior.html
FI	FinnWell	National Technology Agency of Finland	2004-2009	Improve the quality and profitability of healthcare, and to promote business activities and export in the field	6	3		http://www.ict-ageing.eu/?page_id=1635
FR	French government's Silver Economy strategy	Ministère des Affaires Sociales et de la Santé	2013	Development of a French voluntary norms and quality labels for Silver Economy goods and service providers.	1	5		http://bit.ly/1NQAj6
FR	Innovation 2030 Worldwide Challenge	French Government		300 Million € funding offer in total for several projects, also Projects that address the loss of autonomy in older individuals connected with robotics and healthcare-related domotics (The Silver Economy - innovation in the service of longevity)	3	3 4		http://www.france.fr/en/working-and-succeeding-france/worldwide-innovation-challenge.html
FR	HTIA: Health Territory local Agreement	The Regional Health Agency of Ile de France		Aiming at better coordination between local health and social actors for a more efficient care pathway.	2	3		Excellent Innovation for Ageing - A European Guide
FR	T4H (Technology and Human Help at Home after	The Regional Health Agency of Ile	2015-2016	Aims to reduce the number of falls and to improve the physical autonomy of frail	5	3		https://clinicaltrials.gov/ct2/show/NCT02335177

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	Hospitalisation)	de France		elderly returning home after hospitalization, maintaining their independence and deferring admittance in sheltered accommodation				
FR	La Silver Économie, une opportunité de croissance pour la France	République Française – Premier Ministre. Commissariat général à la stratégie et à la prospective	2013	Strategy highlighting the opportunities of the Silver Economy and proposing a number of actions	1	1 2 3 4		http://www.strategie.gouv.fr/sites/strategie.gouv.fr/files/archives/CGSP_Silver_Economie_dec2013_03122013.pdf
FR	Fighting Chronic Diseases for active and healthy ageing in Languedoc Roussillon	Région Languedoc-Roussillon			5	3		http://macvia.crlanguedocroussillon.fr/
FR	CENTICH	Région Pays de la Loire CENTICH		ICT for independent living	3	1 3		http://www.centich.fr/
FR	Innovative policy for active and independent ageing	Council of the Lower-Rhine region	2008	Part of a long-term policy that aims to explore the potential benefits of innovative Information and Communication Technologies (ICT) solutions in order to support the independent living of the elderly	1	1 3		http://bit.ly/12YZpIO
FR	Pôle Domotique et Santé de Guéret	General Council of Creuse		Develop products and packages of services that target people with reduced independence	2	3 4		http://www.ict-ageing.eu/?page_id=1581
FR	MIRIADE	Silver Region Normandie	2014	Develop and bring to market technology and user-centered products, services and solutions such as domotics, security of housing, remote diagnostics, improved medico-social care... Strengthen the training for both seniors, caregivers and employees	1 4	1 3 4 6		www.silver-normandie.fr

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				of companies offering "technological solutions". Propose new economic models (supply / demand, distribution, remote assistance ...) which take into account the human, political and economic dimensions of this sector.				
FR	French association ASSPRO in support of seniors' employment	L'Association ASSPRO	2011-ongoing	Aims to help active seniors to find a job, complement their activities or become self-employed	7	6		http://assproemploisensrs.ning.com/
FR	Measures to Promote Senior Employment	French Governemnt	2009	Regulation on employment of elderly	2	6		
FR	France Robots Initiative	French Ministries of Industrial Renewal and Higher Education Research	2013	Covers inter-alia robotics in the Silver Economy context	3	3		
GR	Integrated eCare service for diabetes patients	Region of Attica	2013-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from diabetes type II.	6	3	Expected for early 2016	http://pilotsmartcare.eu/smartcare-regions/attiki-el/
GR	Support to older people and informal carers	Municipality of Trikala	2010-2013	Project responding to the need for closer collaboration of the municipality's care delivery organisations DEKA and KAPI in supporting informal carers and those for whom they care.	6	3 4	http://independent-project.eu/fileadmin/INDEPENDENT/documents/INDEPENDENT_D7-2.pdf	http://independent-project.eu/pilots-amp-evaluation/pilot-descriptions/
GR	e-Care Health center	e-Trikala S.A., Municipality of Trikala	2007-ongoing	The project focuses on the major chronic diseases. Telemonitoring services are provided to individual citizens with Chronic Heart Failure, Chronic Asthma or COPD, Arrhythmias and Hypertension:	7	3		http://www.e-trikala.gr/en/node/6
GR	Telecare Project of Central	Municipality of	2012-ongoing	10 Municipalities of central Greece,	6	3		http://www.e-trikala.gr

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	Greece	Trikala and further regions		representing more than 1.000.000 citizens, have recently joined forces to formulate a Digital Community, in order to establish a telecare service for patients with chronic diseases.				
IE	Irish Senior Enterprise Initiative promotes entrepreneurship among 50+	INTERREG IVB NWE		Encourage a greater involvement with enterprise by those aged over 50	4 6	6		http://www.seniorenterprise.ie/
IE	Skillnets, Springboard, and MOMENTUM	Department of Education and Science (DES)		Education and training including the older person	7	6		
IE	Local community actions in education and Smart Ageing	Department of Environment, Community, Local Government (DECLG)		Education	7	6		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
IE	Faillte Isteach measure	Department of Justice and Equality (D/Justice and Equality)		Older volunteers teach conversational English to immigrants	7	5 6		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
IE	Promotion of social activities for the 50+ age	Department of Agriculture, Food and the Marine		Social activities, Research	2	5		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
IE	Programme for sport and	Sports Policy and			2	4		http://www.technopolis-

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	physical activity for older people	Irish Council						group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
IE	Silver Surfers Initiative	IDA Ireland, Google	2015	Fostering internet use of older citizens	2	6		https://www.ageaction.ie/silver-surfer-awards-2015
IE	Senior Enterprise	Department for Jobs and Enterprise	2010-2013	Employment for older people	2	6		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
IE	National Positive Ageing Strategy	Department of Health		Policy strategy addressing independent living of older people	1	1 3 4		
IE	CARTS (Community Assessment of Risk and Treatment Strategies) Programme	Ireland: Collaboration on Ageing (COLLAGE)		ARTS aims to identify, quantify, stratify and manage risk of adverse outcomes (AO) among community dwelling, older adults.	6	3 4	Yes, see EC Doc: European innovation partnership on active and healthy ageing guide	http://www.collage-ireland.eu/
IE	Implementing Equality for Older People	Equality Authority and an Age and Opportunity national agency	2005	Comprehensive national Document to challenge negative attitudes to ageing and to promote older people's participation in society	1	5		
IE	Support to older people suffering from Alzheimer and informal carers	Alzheimer Society of Ireland (ASI), Emergency	2010-2013	The INDEPENDENT project in Ireland is built around the collaboration of ASI and ERL. The service supports collaboration	6	3 4	http://independent-project.eu/fileadmin/INDEPENDENT/documents/	http://independent-project.eu/pilots-amp-evaluation/pilot-

Country / Title		Initiator	Year / Duration	Focus/Rationale	Type	Focus	Impact Assessment	Source
		Response LTD (ERL)		between both parties by providing an electronic case management tool.			INDEPENDENT D7-2.pdf	descriptions/
IT	Campania nel Cuore	Regione Campania, Health Care Authority	2000-ongoing	The project adopts the ICT paradigm for chronic disease management of patients, adapted to the prevention of cardiovascular events in high risk populations	6 7	3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
IT	PROFITER	Regional Agency for Health and social Care (AssR) Region Emilia Romagna		An initiative for the prevention of falls. Its main objectives are to establish a regional network for the digitalisation and retrospective analysis of fall-related information, the development and validation of a personalised fall risk model, and the deployment and evaluation of ICT solutions for detection and prevention of falls.	6	3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
	SolE (Healthcare online) and EHR (Fascico-Io Sanitario Elettronico - FSE Emilia-Romagna)	Regional Agency for Health and social Care (AssR) Region Emilia Romagna		Aim to create an integrated network of local health trusts, hospitals, general practitioners and paediatricians and to provide, through the Electronic Health Record (EHR) the clinical history of every citizen of the region	6	3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
IT	ARIA	Regional Agency for Health and social Care (AssR) Region Emilia Romagna		Innovative home-based follow-up program, combining telemonitoring, early integrated care and physiotherapy, for prevention and early treatment of acute respiratory episodes in patients affected by neuromuscular, neurological and rib cage diseases	5	3		https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
IT	Integrated eCare service	Azienda Ospedaliera Universitaria San Giovanni di Dio e Ruggi d'Aragona	2014-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from long-term conditions or acute episodes	6	3	Expected for early 2017	http://beyondsilos.eu/pilots/campania-italy/

Country / Title		Initiator	Year / Duration	Focus/Rationale	Type	Focus	Impact Assessment	Source
IT	Non Piu' Soli	Municipality of Rome		Social alarm and telehealth service	7	3		http://www.ict-ageing.eu/?page_id=1596
IT	Innovation model for ICT technological transfer in health and well-being	University of Coimbra (Ageing@Coimbra, consortium)		Support the transfer of the innovation e-health ecosystem of Coimbra at the highest standards at the European level. The model facilitates the development of innovative products, the creation of new companies and of highly qualified jobs, giving a boost to the economy through e-health technology	6	3		
NL	Dutch Domotics Programme	Dutch Ministry of Health, Care and Welfare	1990s - today	Independent living technology in the serviced housing sector	2	1 3		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
NL	Medical Delta	Province of South Holland		u.a. ICT	4 5	3		http://www.medicaldelta.nl/research/medical-delta-themes/ehealth
NL	Nijmegen Health Valley			Regional network platform of companies, knowledge institutes, healthcare providers, healthcare insurers, private and public investors and local and regional authorities	4	3 4 5		http://www.health-valley.nl
NL	Smart Society & Silvering Society	City of Almere		City wide programmes to connect Almere economically for growth & socially for ageing well by being active	6	4 5	"Difficult to measure so far"	http://www.innovagegroup.shef.ac.uk/innovation-database.html
NL	Brabant between Dejuvenation and Demographic Ageing	Region of Noord-Brabant	1999-2003	Portray clearly the consequences of demographic trends; to disseminate knowledge and research results; to bring about awareness and a change in attitudes;	1 6	5	Yes	http://www.ccre.org/docs/Elder_Report_EU.pdf

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				to explore and assist other initiatives responding to demographic trends; to draw up a picture of what the role of the province should be in the future; and to integrate population ageing into the agendas of individual policy departments of the Provincial Executive.				
NL BE DE IT	ROSETTA	EU	2009	Develop technology for people with dementia to stay at their homes	5	3		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
PL	Polish Institute of Silver Economy	Civil Society	2014	Foundation Silver Economy	8	2 3 4 5 6		http://kigs.org.pl/en/
PL	Strategy for Socioeconomic Development of the Warmia and Mazury to 2020	Warmia and Mazury Region		Wider strategy for socioeconomic development, addressing also measures to increase the competitiveness of services for the ageing society	1	2 3 4 5 6		http://mpra.ub.uni-muenchen.de/65372/1/MPRA_paper_65372.pdf
PL	Development Strategy for Małopolska Region for 2011-2020	Małopolska Region		Wider strategy for socioeconomic development, addressing also various ageing-related measures	1	6		http://mpra.ub.uni-muenchen.de/65372/1/MPRA_paper_65372.pdf
PL	Challenges of Małopolska in	Małopolska Region		Dedicated strategy for the development of	1	1		http://mpra.ub.uni-

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	the Context of an Ageing Population			an economy of products and services for ageing		2 3 4 5 6		muenchen.de/65372/1/MPRA_paper_65372.pdf
PL	Wielkopolska Region	Wielkopolska Regional Authority		The region supports development of new technologies in healthcare and pharmaceuticals, promotes preventive healthcare and invests in personalised medicine, efficient diagnostics and treatments.	2	3 4		http://www.coral-europe.eu/33-2/
PL	Poland 2030 Report	Board of Strategic Advisors to the Prime Minister	2013	The strategy identifies a need for further building solidarity between generations, development of lifelong learning, improving the health of older people, which can allow the construction of silver economy, the fight against the digital divide and equalization of the retirement age for men and women and its increase to 67 age	1	3 4 6		http://mpira.ub.uni-muenchen.de/65372/1/MPRA_paper_65372.pdf
PT	Integrated eCare service	Misericórdia of Amadora (SCMA), Amadora municipality	2014-ongoing	Integrated, ICT-supported social and health care services addressing older people in need of integrated support	6	3	Expected for early 2017	http://beyondsilos.eu/pilots/amadora-portugal/
PT	Portuguese Integrated Support Programme for the Elderly	Government of Portugal, Minister for Labour and Social Solidarity		Partial strategy				http://www.ccre.org/docs/Elder_Report_EU.pdf
SE	New Tools for Help	Private organisation		Hub in east Sweden, aiming to create new	4	1		http://www.newtoolsforh

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				products and services that result in more efficient healthcare and increased independence at home		3 4		ealth.com/
SE	Technology for Independent Living	Robotdalen		Innovation center for technology for independent living.	3 4	1 3		http://www.robotdalen.se/
SK	National Programme for the Protection of Older People		1999		1			http://www.ccre.org/docs/Elder_Report_EU.pdf
UK	Assisted Living Innovation Platform (ALIP)	UK national innovation agency		Programme funding	3	3		http://www.technopolis-group.com/wp-content/uploads/2015/05/Technopolis_Report_on_Smart_Ageing_2015.pdf
UK	The Ageing Well in Wales Programme	Welsh Government	2014-2019	The Programme has 5 areas of focus for its thematic networks: 1. Age-Friendly Communities 2. Falls Prevention 3. Dementia Supportive Communities 4. Opportunities for Learning and Employment 5. Loneliness and Isolation	2 4	3 5 6	Yes, see EC Doc: European innovation partnership on active and healthy ageing guide	http://www.ageingwellinwales.com/en/home
UK	Yorkshire and the Humber Regional Telehealth Hub	Region of Yorkshire and the Humber	2010-2013	The hub offered a menu of ICT-supported clinical services within the region to support patients with long term conditions.	6 7	3	Yes, see EC Doc: European innovation partnership on active and healthy ageing guide	https://ec.europa.eu/research/innovation-union/pdf/active-healthy-ageing/rs_catalogue.pdf
UK	High Impact Technology Adoption Programme, Yorkshire and the Humber	Region of Yorkshire and the Humber	2012-ongoing	HITAP was established in January 2012 to encourage and support the wide scale adoption of innovative solutions in health and care across the Yorkshire and Humber region	2	3 4		http://www.yh-hitap.org/
UK	More Independent (Mi)	Department of	2013	Assisted living technologies	2, 7	1	Success Stories	http://www.moreindependen

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	programme	Health funded partnership of local NHS and other organisations, Liverpool				2 3 4		dent.co.uk/
UK	Integrated eCare service	Health and Social Care Board of Northern Ireland	2014-ongoing	Integrated, ICT-supported social and health care services addressing older people suffering from long-term conditions	6	3	Expected for early 2017	http://beyondsilos.eu/pilots/northern-ireland/
UK	National Telecare Development programme	Scottish Government and Convention of Scottish Local Authorities (COSLA)	2006	Telecare	2	7	http://www.jitscotland.org.uk/resource/telecare-development-programme-final-report/	http://www.jitscotland.org.uk/resource/telecare-development-programme-final-report/
UK	Ageing in an Inclusive Society	Northern Ireland Executive Office	2005	consultation document	1	1 3 4 5	http://www.ofmdfmi.gov.uk/ageingreport-2.pdf	http://www.ccre.org/docs/Elder_Report_EU.pdf
UK	All Our Futures: Planning for a Scotland with an Ageing Population	Scottish Government	2007		1	1 2 3 4 5 6		http://www.gov.scot/Publications/2007/03/08125028/1
UK	DALLAS – Delivering Assisted Living Lifestyles at Scale	Technology Strategy Board, National Institute for Health Research, Scottish Government	2011 - ongoing	The dallas programme tasks four consortia with running large scale innovation programmes and testing it with communities throughout the UK. The consortia have been awarded £25 million of government money, to which they've added their own	3 6	3 4 5		https://connect.innovateuk.org/web/dallas/overview

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				financial contributions. The total investment in dallas is £37.3 million.				
UK	The National Framework Agreement on Telecare (NFA)	National Health Service (NHS) Purchasing and Supply Agency (PASA)		Telecare	2	1		http://www.ict-ageing.eu/?page_id=1197
UK	Opportunity Age: Meeting the challenges of ageing in the 21st century	Government	2005	Comprehensive ageing strategy	1	1 2 3 4 5 6		http://www.housingcare.org/downloads/kbase/2905.pdf
UK	I-ACCEPT-AD	Primary Care Research Centre Manchester		ICT-based Cognitive behavioral treatment	5	3		http://www.afeinnovnet.eu/node/625
UK	Go ON UK	Partnership Organisation: Age UK, Argos, BBC, Big Lottery Fund, E.ON, EE, Lloyds Banking Group, Post Office, Sage and TalkTalk	2012	bring the benefits of the internet to every individual and organisation across the UK	6	6		http://www.go-on.co.uk/about/
UK	Digital Outreach	Partnership: Age Concern, Help the Aged, Community Service Volunteers		Identify and support people who are experiencing or may experience barriers or disadvantage in adopting digital technologies; Raise awareness, Provide	7	6		www.digitaloutreach.org.uk

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		and Collective Enterprises Ltd		information, Provide training, expertise and knowledge services				
UK	e-learning portal for care	NHS Scotland		Help all healthcare staff to find support for learning, continual professional development and career development	3	6		http://www.knowledge.scot.nhs.uk/home.aspx
UK	NHS Wales	e-Library for Health		news and information for staff of NHS Wales	3	6		http://www.wales.nhs.uk/sitesplus/878/home

