

The  
**Silver Economy Awards**  
Powered by SEED

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

Deliverable 2.3

Confirmed Selection Panels and EU Jury



## Document information

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## Table of Contents

1	Executive Summary.....	5
2	Introduction .....	6
3	The selection process at a glance .....	7
4	Ranking (Phase I) .....	9
5	Pre-Selection (Phase II).....	10
6	Selection (Phase III) .....	11
7	Conclusion .....	19



## 1 Executive Summary

This deliverable explains the role and composition of the different selection panels that will act during the Awards selection process. It complements D1.1 and D1.2 “Consolidated Awards Concept”. It is organised around the three phases of the selection process. While this process might be seen as complicated, it was actually developed to facilitate the tasks for both the applicants and the jury members. It will not only help to determine the winners and finalists in a transparent and smooth way but also to provide a strong basis for networking across sectors and categories. It will also be one of the elements of the communication ecosystem around the Awards.

This deliverable will be complemented by D2.6 “Award scheme selection panels and EU jury guidelines” that will outline the guidelines that jury members will be asked to follow all along the selection process.

Last but not least, it is important to underline that while this deliverable is published with some delay due to unexpected technical problems encountered with the online application form which had to be addressed in priority, this does not have a negative impact on the next steps of the project as shown in the table below:

Phase	Carried out by	Timeline of activities	Remarks regarding the nomination process
Eligibility	The Awards Secretariat	From June to December 2017	Tasks to be fulfilled by SEED consortium (AGE Platform Europe)
Phase I - Ranking	Peer reviewers, i.e. volunteers among the members of the Covenant on Demographic Change	Jan. 2018	Raising awareness among Covenant members has started in November 2016 with the launch of the project, a final list will be established at the latest in Nov. 2017
Phase II - Pre-selection	Selection panel composed of the two Vice-President of the Covenant and SEED partners	Feb. 2018	Most of the selection panel members are known, final name by end Sept. 2017
Phase III - Selection	EU High Level Jury	March 2018	The invitation to potential members will start in June 2017 with the aim to have a final list for mid-September 2017



## 2 Introduction

This deliverable explains the constitution of the different selection panels and what their tasks will be. It is complementary to D1.2 “Consolidated award concept” and further explains the composition of the different selection panels involved in the assessment process, as well as their respective role. Deliverables D2.4 “Awards scheme process manual” and D2.6 “Awards scheme selection panels and EU Jury guidelines” to be published in M10 will further detail the application process and the way the juries will work.

It is important to bear in mind that the Silver Economy Awards concept as developed by the SEED project is very much linked to the European Covenant on Demographic Change. Indeed the objective is to hand over the organisation of the Awards to the Covenant at the end of the project. In order to facilitate such a transition, the Covenant is already associated to the development of the first Awards edition. In addition to the organisational process, the members of the Covenant play a key role in the different phases of the selection process to strengthen the ownership.

### *What the Covenant is about?*



*The Covenant on Demographic Change aims at gathering all local, regional and national authorities, and other stakeholders, that commit to cooperate and implement evidence-based solutions to support active and healthy ageing, based on WHO age-friendly environment approach, as a comprehensive answer to Europe’s demographic challenge.*

*It is an international association legally established in Belgium which gathers 155 members (as of end of June 2017) among them:*

- 58 local and regional authorities*
- 57 civil society organisations*
- 14 universities and research centres*
- 26 businesses*

*26 countries are represented (23 EU Member States, Turkey, Serbia and Israel)*

After reminding about the overall selection process, for each of the three phases the composition this deliverable provides a comprehensive overview of the selection process the role and timeline of activities of the various selection panels. It gives a comprehensive overview of the selection process as well as providing a roadmap for the implementation of the selection process after the closure of applications, i.e. by end 2017.



### 3 The selection process at a glance

The assessment and selection process of the Awards finalists and winners is organised in three main phases, in addition to the eligibility check that will be performed by the Awards Secretariat each time an application is submitted online. The whole process will be supported by a secured online platform that will enable jury members to access the eligible applications, save their comments and mark each application. The platform will help to keep track of progress made in the selection process and better inform the EU jury involved in the final phase of the process.

- **Eligibility check:** All applications will be checked by the Awards Secretariat to make sure they fulfil the basic eligibility criteria as defined in D1.2 and information provided to applicants.
  
- **Ranking (Phase I):** Using the online secured evaluation platform, all eligible applications received within the deadline will be ranked according to a detailed set of assessment criteria defined in D1.2. This initial peer-review will be carried out by some volunteer members of the European Covenant on Demographic Change as follows:
  - Applications received under Silver Economy Award category I (public authorities) will be reviewed by the Covenant Full members (composed of public authorities only)
  - Applications received under Silver Economy Award category II (not-for-profit non-governmental actors) will be reviewed by the Covenant Ordinary members (composed of not-for-profit stakeholders only)
  - Applications received under Silver Economy Award category III (for-profit actors) will be reviewed by the Covenant Associate members (composed of for-profit stakeholders only).
  
- **Pre-Selection (Phase II):** A selection panel will use the online secured selection platform to select the best three applications in each award category. The panel will be composed of the two 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.
  
- **Selection (Phase III):** The final selection of the winner for each category will be done by the EU High Level Jury composed of high level individuals and the President of the European Covenant on demographic Change. EU jury members will rank finalists in each category to identify the winner and runners up.



Figure 1 - Overview of the selection process

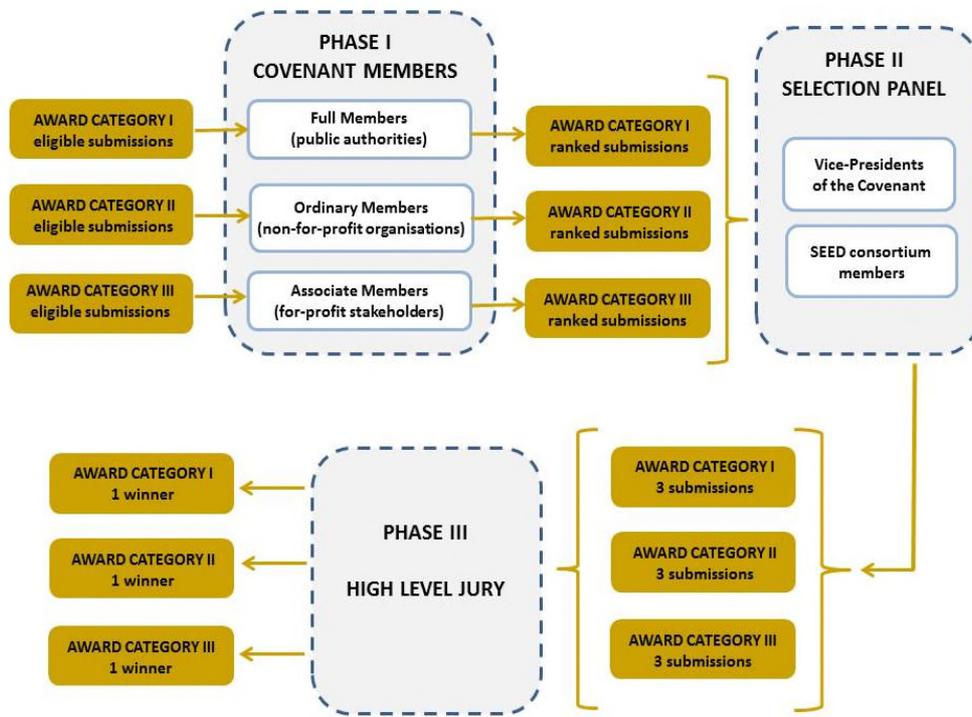
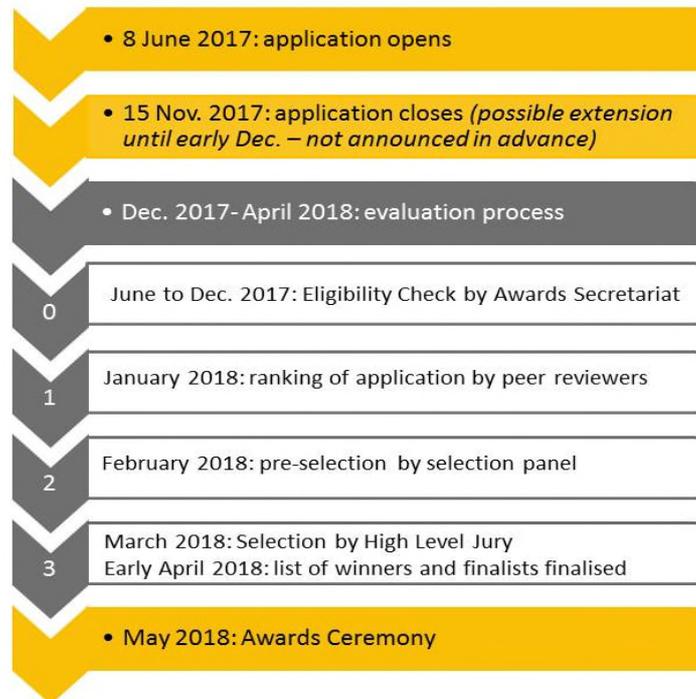


Figure 2 - Indicative timeline overview of the selection process





This process seeks to ensure that:

- The legitimacy and transparency of the selection process is facilitated by involving a comparatively large number of individuals active in the Silver Economy sector in the overall selection process;
- The “level playing field” for competing applicants will be guaranteed in relation to those involved in the selection process, at least when it comes to peer reviews under Phase I.
- By introducing a further intermediate selection (Phase II), the operational burden for high level jury members will be maintain to a manageable level.

Against the background of experiences gained by individual consortium members through their participation in comparable award selection procedures, these aspects deserve 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, transparent and thorough evaluation of all applications within a reasonable time span.

## 4 Ranking (Phase I)

This phase is based on a peer review process and will help to make to rank all the applications per category.

### 1- Role of the peer reviewers

The role of the peer reviewers is to do a first assessment and to rank all eligible applications received in the same category. For instance public authorities will assess applications from public authorities, non-for profit organisations will assess applications from non-for profit organisations and for-profit organisations applications from for-profit organisations. The objective is to make sure that one application will be reviewed by at least two reviewers with similar profiles to that of the category applicants to reinforce the process.

The peer reviewers will be guided in their work by guidelines developed in D2.6. Their role is to rank the applications according to the criteria defined in D1.2:

- Innovation
- Benefits, positive impact on the target audience
- Economic value created by the solution
- Level of maturity of the solution
- Business model/Economic sustainability
- Replicability and scalability

The whole process will be conducted online through a secured platform and no physical meeting will be organised allowing thus the volunteer peer reviewers to organise their task as



they wish to.

Since members of the Covenant can also apply for the Awards, it will be clearly asked to the peer reviewers to inform the Awards Secretariat. In order to avoid any conflict of interest, the Secretariat will make sure their application will be reviewed by other volunteer peer reviewers. For each application peer reviewers will be asked to review, they will need to indicate that they have no conflict of interest (clear guidelines will be provided as to what could potentially constitute a conflict of interest).

## **2- Recruitment process**

The peer reviewers are recruited by the Awards Secretariat among Covenant members. From the launch of the SEED project, the members of the Covenant have been informed about it and are regularly updated whenever relevant. During the first General Assembly of the Covenant held on 19 May 2017, a presentation of the SEED project was made by empirica, coordinator of the SEED project. The Awards Secretariat has and will continue to send targeted messages to the members of the Covenant and will organise at least one webinar to facilitate direct exchanges with the members.

The recruitment process has started quite early and will be continued during the summer and the autumn 2017 in order to have a suitable number of volunteers to peer review the eligible applications. The Awards Secretariat will have to pay attention to the balance between the different volunteers and have a sufficient numbers of representatives from public authorities, non-for profit actors and for-profit actors to peer review all eligible applications received in the 3 Awards categories.

## **3- Timeline of activities**

So far the peer review process is planned to take place all along January 2018 (ideally 8-31 January). This implies that the different volunteers should be identified at the latest early December 2017 to allow the Awards Secretariat to give them access to the online platform and attribute them the applications to be peer reviewed.

# **5 Pre-Selection (Phase II)**

During this phase, the best ranked applications per category will be assessed by a Selection Panel composed of SEED consortium representatives and the two Vice-Presidents of the Covenant on Demographic Change.

## **1- Role of the selection panel**

The selection panel will receive the ranked list of applications resulting from the previous



step and will be requested to re-rank and select the best three submissions per category according to the same assessment criteria as listed previously, namely Innovation, Benefits, Economic value Maturity, Business model/Economic sustainability and Replicability/Scalability.

## 2- Composition of the selection panel

The selection panel consists of:

- the two vice-presidents of the Covenant on Demographic Change (Joan Martin, who represents public authorities and was elected by the Full members of the Covenant, and Carina Dantas, who is representing non-for-profit actors and was elected by the Ordinary members of the Covenant),
- and five representatives among the following SEED partners AER (Agnese Pantaloni), AGE Platform Europe (Anne-Sophie Parent), ECHAlliance (Damian O'Connor), empirica (Lutz Kubitschke), Municipality of Ljubljana (Mojca Preglau).

The Awards Secretariat will pay extra attention to the balance between the three different categories and make sure they are all represented. It will also support the work of the selection panel which will mainly work via the online platform and eventually meet physically. The recruitment of members for the selection panel is not expected to raise concern considering the limited size of the panel and the commitment of SEED consortium partners to the project.

## 3- Implementation of the selection panel and timeline of activities

According to plans, phase II should run from 5 February to 23 February. The Awards Secretariat will have one week early February to send them the results on peer reviews and deal with potential difficult cases.

# 6 Selection (Phase III)

During this last phase, the EU High Level Jury will determine the winner and finalists for each category.

### 1- Role of the high level EU jury

The high level EU jury will rank the finalists in each category to identify the winner and runner ups. For the final selection, the same assessment criteria will be used as for the two previous steps in the assessment process, namely Innovation, Benefits, Economic value Maturity, Business model/Economic sustainability and Replicability/Scalability.

The objective in having such a high level Jury is to ensure widespread recognition of the



Silver Economy movement and award scheme. The members of the high level EU jury will also play a key role during the Awards Ceremony.

## 2- Composition of the high level EU jury

According to the first plan established by the SEED partners, suitable candidates will need to possess:

- a sufficient level of “domain knowledge”
- a sufficient level of prominence / publicity

Additional elements have been included and discussed together with the Advisory Board during their first meeting (6 March 2017) in order to have some sort of an alignment between the assessment criteria and the EU High Level Jury. For instance, having representatives of the investment sector or at least with such a background was considered as crucial. It was also been agreed that gender balance among jury members should be respected as much as possible.

The high level EU Jury will be composed of 7 members and facilitated by the Awards Secretariat with the support of a SEED consortium partner. Early May 2017, a list of candidates was finalised. The following table summarizes the proposed list of high level individuals to be invited to join the EU High Level Jury:



	Who	Affiliation	Remarks
<b>1st row priority</b>			
1	Furio Honsell	Mayor of Udine (Italy) President of the Covenant on Demographic Change	<p>Long experience regarding issues linked to Healthy Ageing.</p> <p>As mayor, he will mainly represent the demand side since there is quite a role for public authorities to procure goods and services.</p> <p>As President of the Covenant on Demographic Change, he will play a key liaison role for the next Awards edition.</p> <p>→ Can help reaching out the Covenant on Demographic Change, as well as the cities involved in the Covenant of Mayors on sustainable energy, cities involved in the WHO Global Network of Age-Friendly Cities and Communities and the WHO Europe Network of Healthy Cities.</p>
2	Ebbe Johansen	President of AGE Platform Europe	<p>AGE Platform Europe is the largest European network of organisations representing people aged 50+. It will thus bring the end-users perspective and help make sure goods and services proposed are indeed supporting active and healthy ageing, include an inclusive design perspective and overall improve quality of life of older persons.</p> <p>→ Can help reaching out the members of AGE Platform Europe, potentially 40 million people aged 50+</p>



	Who	Affiliation	Remarks
3	Markku Markkula	President of the Committee of the Regions (to become the First Vice President from Jan. 2018)	<p>The Committee of the Regions is a key EU institution when it comes to representing local and regional authorities across the EU. He has shown a strong commitment to innovation in all its dimensions, including when it comes to ageing issues (Active participation in the work done with the Reference Sites within the European Innovation Partnership on Active and Healthy Ageing).</p> <p>The Committee of the regions and its President are strong supporters of the Covenant on Demographic Change (adoption of an opinion supporting the idea of such a Covenant, hosting of the launch of the Covenant). Last but not least, the Committee of the Regions has signed a Memorandum of Understanding with WHO Europe.</p> <p>→ Can help reaching out European local and regional public authorities.</p>
4	Nicole Denjoy	Secretary General, COCIR (European Coordination Committee of the radiological, electromedical and healthcare IT industry).	<p>COCIR is a key actor representing an industrial sector very active on ageing issues. As a European coordination it goes beyond a specific brand name. It plays a key role in the European Innovation Partnership on Active and Healthy Ageing and the Blueprint.</p> <p>→ Can help reaching out directly 29 big companies and 14 national trade associations. COCIR is also involved in many different EU industry working groups.</p>
5	Cristina Garmendia Mendizábal	Fundacion COTEC (Spain)	<p>The Cotec Foundation for Innovation is a private non-profit organisation whose mission is to promote innovation as an engine of economic and social development.</p>



	Who	Affiliation	Remarks
			<p>It can thus help to bring the innovation dimension in all its dimensions. COTEC has also a branch in Italy and Portugal.</p> <p>→ Can help reaching out the 70 employers of COTEC which include private companies and regional and local administrations.</p>
6	Christopher Hurst	European Investment Bank (EIB)	<p>The investment side is key in such an Awards to enable a strong scale up. Again choosing an EU wide representative helps having a wider approach. The EIB is owned by and representing the interests of the European Union Member States. It works closely with other EU institutions to implement EU policy. It provides finance and expertise for sustainable investment projects that contribute to EU policy objectives.</p> <p>→ Can help reaching out all stakeholders working closely with the EIB, including in the 28 EU Member States</p>
7	Karen Boers	European Start-up Network	<p>The main goal of the European Start-up Network is to harmonise and empower the European start-up. This network is newly established; still it could be of great added value considering the numbers of start-up working on solutions to support active and healthy ageing and can be thus a good complement to COCIR which is gathers larger companies and as COCIR such a network helps to goes beyond a brand name.</p> <p>→ Can help reaching out the 22 national start-up organisations and by snowball effect a large numbers of start-up.</p>



	Who	Affiliation	Remarks
2nd row priority: candidate who could be picked up if an identify candidate in the first row priority won't be available, no ranking since the choice will depend on the other candidates identified to constitute a balanced jury (experience/background, gender and eventually geographical).			
	Heinz Becker Or/Marian Harkin Or/Lambert Van Nilsterooij Or/Sirpa Pietikainen	Members of the European Parliament, co-chairs of the EP Intergroup on Ageing and Solidarity between generations	To liaise with the EU policy level. All of them are active on ageing issues.
	Rafael Bengoa	Minister of Health and Consumer Affairs, Basque Country	To represent the demand side/local and regional public authorities Experience at EU level, notably with the European Innovation Partnership on Active and Healthy Ageing
	Markus Borchert	Digital Europe, President	To represent the industry, umbrella organisation of the ICT sector.
	Michael Mac Brien	European Property Federation, Director General	To support with the investment dimension and approach. Involved at EU level in the work conducted around housing and ageing within the European Innovation Partnership on Active and Healthy Ageing



	Who	Affiliation	Remarks
	Robert Madelin	Strategy consultant, FIPRA	Former Director General at the European Commission (DG SANTE and DG CONNECT) Author of the EC report “Opportunity Now: Europe’s mission to innovate” (July 2016)
	Sarah Rochira	Older People’s Commissioner for Wales	To represent the users - strong experience at local level, right based approach and comprehensive approach of ageing issues  Considered as one of the champion within the European Innovation Partnership on Active and Healthy Ageing
	Daniël Termont	Eurocities, President and Mayor of Ghent (Belgium)	To represent the large cities, demand side/local and regional public authorities
	Jean-Luc Vanraes	AER (Assembly of European Regions) Chair of the Committee for Economy and Regional Development	To represent the demand side/local and regional public authorities  Experience in Awards at EU level  He is also a member of the CoR



The objective is to have most of the high level EU jury members confirmed by end of September 2017 to use that information to attract more applications; this will thus be part of the communication strategy.

### **3- Selection process of the high level EU jury members and timeline of activities**

The members of the high level EU jury will be able to assess the applications through the online secured platform between 1-23 March 2018. Jury members study all applications and formulate questions to finalists for the pitch at the ceremony.

The Award finalists will be announced in April 2018 and will be invited to present their innovations during the Awards Ceremony to be held in Brussels, Belgium in late spring 2018. The final decision of the winner for each of the categories will be taken and announced at the event.

## **7 Conclusion**

While the selection process of the Silver Economy Awards might be considered at first look as complicated, it actually ensures a smooth and fair process for the benefit of the applicants but also to enable jury members to make the best use of this experience and thus encourage them take an active role in communicating and disseminating information about the Awards.

While at the start of the process (Phase I), applicants will be assessed by their peers, the next two juries (Phase II and Phase III) are more classical but with a careful consideration of the different background and experience of each taking into account gender and geographical balance with a strong involvement of members of the European Covenant on demographic Change. This is expected to improve the long-term sustainability of the Silver economy Awards scheme after the end of the SEED project. The support and potential influence of the High Level EU Jury members is also a key element which is expected to raise the quality of applications and help the subsequent editions of the Silver Economy Awards.