

The  
**Silver Economy Awards**  
Powered by SEED

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

Deliverable 3.2

First Secretariat Activity Report



## Document information

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## 1 Executive Summary

The main objective of WP3 ensures that an efficient and tailored-to-purpose award secretariat is set up and maintained under the umbrella of the European Covenant on Demographic Change, thereby utilising the organisational / technical infrastructure developed in the previous WP. The award secretariat was built to support the implementation of the first awards edition as well as for subsequent editions of the awards after the end of the project, based on the conceptual and operational guidance prepared by WP1 and WP2, and in line with the sustainability concept and business model developed within the framework of WP6. Now that the Awards Secretariat is established, work under WP3 is to operate and maintain the organisation infrastructure, as well as to maintain and fine-tune the technical infrastructure in order to make it adaptable for future awards editions. The present deliverable (D3.2) describes the activities of the Awards Secretariat that covers the period M2 to M12.

## 2 Introduction

For the first Awards edition, the Silver Economy Awards Secretariat operational activities are carried out mainly by AGE Platform Europe, during the SEED project. Nonetheless, for the first edition, certain activities are shared among the SEED consortium partners, such as:

- Definition of award processes by Empirica, in close co-operation with AGE and PAU;
- Development of supporting tools and instruments (WP2) (cf. D3.1 for further details and information)
- Development of the branding, website and the communication material (WP7) by PAU with the support of the Awards Secretariat/AGE Platform Europe (D7.1, D7.2, D7.3)
- Networking activities carried out under WP5 (see D5.1 for further details)

Although the implementation of the 1<sup>st</sup> Awards edition will be guaranteed through EU-funding, SEED is designed to achieve long term impacts by maintaining the new awards scheme beyond the ending of the EU-funded project duration. A dedicated organisational / technical infrastructure is set up and documented in a way to enable a smooth handover to the EU Covenant on Demographic Change, which is supposed to run the Awards Secretariat in the longer run. More generally, relying on the Covenant as a host, rather than a newly established legal entity for this purpose, lowers the risk of failure when it comes to achieving sustainability of the awards scheme.



Figure 1 - Shows how the Awards Secretariat tasks are organised in the framework of the SEED project



Figure 2 - Describes how the Awards will be run by the Covenant on Demographic Change in the longer run



### 3 Preparation of the Awards concept and process

To establish a sustainable and efficient Silver Economy Awards, the Awards Secretariat provided support to the conception of WP1 and WP2. The WP1 focused on the conceptual preparation of the scheme to be implemented for the first edition. Meetings and discussions took place among all SEED partners (including the Awards Secretariat) to determine e.g. how the Silver Economy Awards should be organised, which domains should be covered, what stakeholders would be entitled to apply and under what conditions, design of the evaluation process or how the Awards should be covered financially in the future.

Moreover, the Secretariat contributed to the operational and technical implementation of the Silver Economy Awards concept (WP2):

- The Secretariat and PAU have worked very closely to design, develop, test and implement the technical aspects of the Awards scheme: a dedicated web platform, an identity for the awards scheme, different tables of content, how the back office will be linked to the website of the Covenant on Demographic Change to ensure the transfer when the project comes to an end and finally, much time has been dedicated to the application form and process (see 4. Application Management for further details).
- The Secretariat contributed to the documentation of the organisational processes: application submission, terms of reference, terms and conditions, conflict of interest, confidentiality rules, eligibility check process, the three-level selection process, guidelines and manuals for the members of the selection panels.



## 4 Management of Submission

The SEED project ambition is to launch the first edition of the EU Silver Economy Awards and ensure its continuity for the future editions; therefore, a proper online system needed to be put in place to welcome and process the applications of innovators.

### 4.1 Management of the Awards Call and Application Process

After discussing the questions that should appear on the online form, a first draft version was presented to the SEED partners and later on used to finalise the online application form (see annex 1). The online form includes:

- Contact details;
- Organisation details;
- The category (type of organisation);
- Product or solution details:
  - target group (2nd, 3rd, 4th age);
  - in which domain the solution fits;
  - description of the solution;
  - why the solution is innovative;
  - type of ICT related innovation (social, business or product and service innovation);
  - description the impact and benefits of the solution;
  - number of current and estimated upcoming beneficiaries;
  - description of the economic value created by the solution;
  - description of the maturity level of the innovation;
  - description of the business or economic sustainability model of the solution;
  - description of the replicability and scalability of the solution;
  - details about the current and future geographical spread of the solution;
  - possibility to upload a logo and additional material to illustrate the applied solution.

The questions enable each member of the juries to know enough about the innovation and decide whether they answer the criteria developed in D1.2 (Consolidated Award Concept). The form is as comprehensive as possible and encourages the applicant to be as complete as possible. The form gives the opportunity to provide additional information, such as a video, pictures or a leaflet to illustrate better the applying innovation; even though it was decided among the consortium partners that jury members can only base their vote/ranking on the description provided in the form.

### 4.2 Management of the Selection Process

The Secretariat provided support to PAU who is responsible for the technical implementation of the management of submissions (see D2.5 for further details).



The online system reflects the 4-stage selection phase: eligibility phase, ranking phase, pre-selection phase and the selection phase. It also offers the possibility of visualising the complete list of applications and even downloading an excel sheet collecting and extracting information about all the applications, whatever their status is. With this, a member of the Awards Secretariat can easily get an overview of the different phases and the status of all applications received.

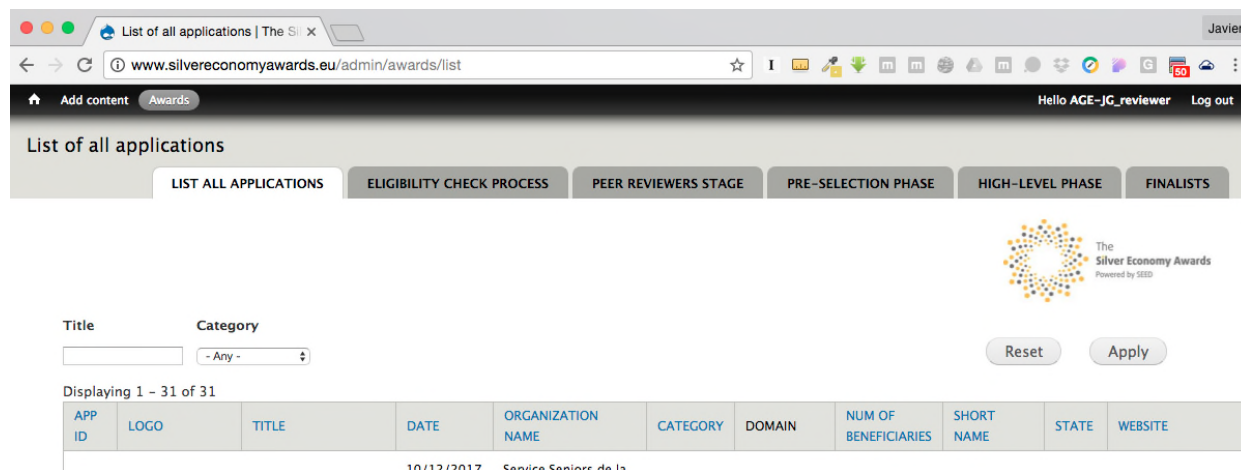


Figure 3 - Main Screen of the Awards Secretariat Reviewer

In order not to interfere with the online system of the production environment (<http://www.silvereconomyawards.eu/>), it was agreed to replicate it in a so called test environment, so that all functionalities of the different phases could be first implemented in such a test environment and then checked to see whether they worked as planned and if improvements could be added to make it user-friendly and more accessible.

A collaborative space has been also defined, so that both partners PAU and the Secretariat, have online access to a set of centralised and commonly shared documents where the different open issues encountered during the tests in the test or production environments are being described and documented. Once the different issues have been solved by PAU in the test environment and validated by AGE, the modifications applied there can then be ported to the production environment very quickly, so that the time the online application system is being maintained is kept down to a minimum (actually a question of minutes).

The system also allows potential applications to contact the Awards Secretariat via the online contact form (see Fig. 4) and the dedicated email address ([info@silvereconomyawards.eu](mailto:info@silvereconomyawards.eu)):





Figure 4 - Contact form

### 4.3 Communication and Outreach Management

In order to raise the visibility of the Silver Economy Awards, the Awards Secretariat supported and contributed to the communication activities (see WP7 with detailed information about the dissemination activities). For the first year, the Secretariat and the SEED partners used their respective network to spread the news about the Silver Economy Awards, through social media, bilateral contacts and participation to relevant events. However, the official launch of the call for application needed to be meticulously selected. Therefore, the Secretariat and the SEED partners listed relevant EU events where the call for applications could be officially launched and it was agreed that the EIP AHA workshops in Valencia (8 June 2017 in Spain) would be the most appropriate event to do so due to its participation of EU stakeholders working in the field of active and healthy ageing (See D4.1 First Award Edition Launching Report).



## 5 Eligibility Check

As mentioned above, each step of the 4-stage selection process corresponds to a specific part of the online application system. Indeed, the phases are interlinked; therefore, it is crucial to make sure the selection phases work properly on the system.

At the date of reporting, the first phase, namely the eligibility check, has been tested together with PAU and the Secretariat. Modifications were brought to the system to make it more user-friendly and accessible. The eligibility is currently operational in the production environment and can process the submitted applications.

Regarding the 3 other phases, the system still needs to be tested and approved by the Secretariat and PAU. Indeed the development of the system appeared to be more delicate/complicated than expected notably due to the three stage evaluation which implies to ensure a smooth transfer from one phase to the next one without losing any important information from the previous selection phase and making it available to the jury members of the current phase. These delays have no consequences on the development of the Awards since the application form is working from mid-June 2017 and the eligibility phase is also fully usable by the Awards Secretariat. All further evaluation stages (ranking phase, pre-selection phase and selection phase) have to be up and running from December onwards at the latest.

For further details about the processes and the application system, please refer to D2.4 and D2.5 respectively.



## 6 Jury and Evaluation Management

The Secretariat and the SEED consortium partners agreed upon the composition of the different selection phases (see Fig. 5):

- Eligibility phase: members of the Awards Secretariat take care of eligibility screening the applications; however, those involved in that phase are not entitled to be part of the pre-selection phase jury.
- Ranking phase: members of the Covenant on Demographic Change were contacted by the Awards Secretariat earlier this year to invite them to be part of the ranking phase of the Silver Economy Awards on a voluntary basis. A second phase of recruitment will happen in November 2017 by the Awards Secretariat.
- Pre-selection phase: members of the Awards Secretariat (who didn't take part in the eligibility phase), SEED consortium partners and the two Vice-Presidents of the Covenant on Demographic Change will proceed with the ranking of the finalists. The first contact have been established by the Awards Secretariat.
- Selection phase: the members of the high-Level Jury were selected after a consultation organised by the Secretariat with the Advisory Board (see D5.2) and also the SEED partners. The members of the High-Level Jury have been officially invited during the summer 2017 by the Secretariat. So far, the Secretariat got the official confirmation from 3 persons, 3 others are pending and for the last one a change of position is foreseen so that the Awards Secretariat has to look for an alternative.

All the different phases are managed by the Awards Secretariat with the support of the technical infrastructure implemented by PAU. It will use the application management system to assign the applications to the different ranking phase members, based on their country and their domain expertise; but also inform the pre-selection and selection phase members which ones are remaining thanks to an automatic reply. Finally, in order to guide them as best as possible in the ranking and selection of the applications, the Awards Secretariat provided feedback to the guidelines for the jury members (see D2.6) developed by AER.

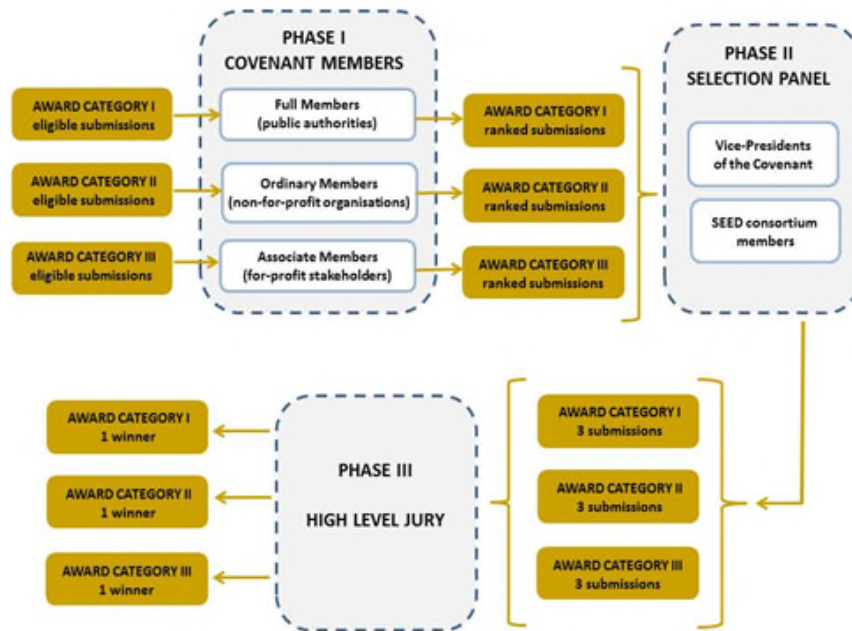


Figure 5 - Overview of selection process and jury panels involved



## 7 Transversal Activities

To increase the visibility of the Awards and thus encourage potential applicants, the Secretariat worked on a contact database of relevant stakeholders from the industry, NGOs and local and regional authorities. These stakeholders are contacted by the Awards Secretariat together with Empirica to reach as many interested stakeholders as possible by email and social media.

It also supports the dissemination and communication activities carried out by PAU by writing press releases on the official launch of the application or the International Day of Older People on 1 Oct 2017.

Finally, the Awards Secretariat is also responsible for the Advisory Board management and the relationships with EU stakeholders, such as the CoR (see D.5.2).

## 8 Award Ceremony

The Secretariat is responsible of organising the Ceremony Awards in Spring 2018. Various decisions and steps were taken to organise it:

- The Awards Secretariat started establishing some contacts with the CoR early March 2016 and the European Commission in September 2017 for patronage. Their support will provide a formal recognition to the Silver Economy Awards and hopefully attract participants to the Awards Ceremony and potential applications for the 1st edition but also the coming ones;
- The Secretariat was involved in the discussions related to the sponsoring of the first edition and the ones to come (see. D2.2 and D2.7);
- Based on the EU agenda, the Secretariat proposed tentatives dates to organise the ceremony in May 2018; however, after discussing it with the SEED consortium, it was decided that for broader coverage and success, it was a possibility to organise the ceremony back-to-back with a major EU event in spring 2018;
- It was decided that the Ceremony will be a free event;
- The finalists will be invited to pitch their innovation to convince potential investors and consumers;
- The finalists will have the opportunity to have a stand to expose their innovation at the ceremony;
- The Secretariat will look for a venue in Brussels, preferably in a hotel that embraces the cause of age-friendly tourism for ex. and would thus sponsor the event;



## 9 Conclusion

The Awards Secretariat supported and contributed to the WP1 and WP2 to ensure a solid foundation of the first edition, but also the following ones. This meant a strong collaboration with the SEED consortium partners for the conceptualisation of the Awards, the selection procedure, the communication and branding of the Awards, technical implementation of the Awards, the guidelines for the juries and the creation of the online application form.

The Secretariat also worked on other particular activities, such as raising the visibility of the Awards at various events, by email and social medias, consolidating the relationship with EU stakeholders to ensure a formal recognition of the Awards in the future, organising the Advisory Board meetings and recruiting the members of the different selection phases (eligibility, ranking, pre-selection and the selection jury).

Finally, the Awards Secretariat also started thinking about the Awards Ceremony planned in spring 2018. It was of utmost importance to start thinking about potential sponsors for the first edition but also for the upcoming ones. Another crucial aspect was the patronage for the Awards Ceremony by EU representatives.



## Annex 1 Online application form

URL: <http://www.silvereconomyawards.eu/apply>

### APPLICATION FORM FOR THE SILVER ECONOMY AWARDS 2018

Draft applications can only be saved if fields marked with an \* **are not left blank or incomplete**. You can enter "xxx" or any other substitute in order to be able to save a draft. All entries can be changed again when you revisit your draft applications. ✕

Contact person
Title (Dr, Mr..)
First name *
Family name *
Position *
E-mail address *
Repeat E-mail address *
Phone number *

Organisation
Complete name of the applicant institution/organisation in original language *
Short name (if commonly used) *
Translation of the complete name of the applicant institution/organisation in English *
Official address of the institution/organisation (Street, number) *
Additional address information
Post code *
City *
Country *
Website of the organisation *
<b>Type of organisation *</b>
<input type="radio"/> Public authority
<input type="radio"/> Non-for profit organisation
<input type="radio"/> For profit organisation



**Product or solution details**

**Application title \***

Title

**Please select at least one target age group that best fits your product or service \***

- Second Age (around 50-64 years old)** Pre-retirement phase. This may include, for example, support for longer working lives, preparation for an active and healthy retirement, etc.
- Third Age (around 65-74 years old)** Post-retirement phase with no or light functional limitations. This may include, for example, management of chronic disease, prevention, planning for future long-term care needs, etc.
- Fourth Age (75 and above)** Post-retirement phase with higher risk of moderate to severe functional limitations. This may include, for example, adaptation to support ageing at home, smart homes, robotics, etc.

**Please select at least one domain that best fits your product or service \***

- Housing, Outdoor spaces and Buildings
- Mobility, Tourism and Leisure
- Civic & Social participation, Communication and Information
- Health & long-term care
- Wellbeing, prevention & self-care
- Consumer goods and services
- Employment, education & training
- Other

**Please provide a general description of your product or service (Max 2.500 characters with spaces) \***

**Please describe in what ways your solution is innovative? (Max 1.000 characters with spaces) \***

This section should describe the innovation involved in the solution – as a product or service, in terms of its business model, how it was co-created or co-designed, the stakeholders involved or any other way the solution is new or different.

**Please select at least one type of innovation that best fits your product or service \***

- ICT-related Product & service innovation**  
In general terms, this refers to products/services that are either new solutions or use ICT in an innovative way to integrate or enhance the efficiency and results of the product or service.
- ICT-related Business innovation**  
In general terms, this includes products or services with new or different business or stakeholder models.
- ICT-related Social innovation**  
In general terms, these innovations propose new or different ways to tackle specific challenges to benefit society as a whole.





**Please describe the impact and benefits of your solution (Max 1.000 characters with spaces) \***

This section should detail the impact on the target audience as well as any wider impact or benefits. The description should be clear about whether these are measured or projected and could cover, for example, participation in social, economic, cultural, or civic affairs, as well as the ability to remain healthy and live independently.

**Please indicate the number of current beneficiaries \***

**Please indicate the estimated number of future beneficiaries after 3 years \***

**Please describe the economic value creation of your solution (Max 1.000 characters with spaces) \***

This section should detail in what way the solution creates (or is expected to create) economic value. This can be expressed in financial terms or in resources and should be substantiated, wherever possible, with available evidence.

**Please describe the level of maturity of your solution (Max 1.000 characters with spaces) \***

This section should detail the level of maturity of the solution both in terms of technology (whenever relevant) and market maturity. This should include whether the solution is at pilot stage or has been mainstreamed and could involve projected future timings.

**Please describe the business or economic sustainability model of your solution (Max 1.000 characters with spaces) \***

This section should detail the business model proposed for the solution, and whether economic sustainability has been achieved so far or how it is planned.

**Please describe the replicability and scalability of your solution (Max 1.000 characters with spaces) \***

This section should detail how, where and when the solution has been replicated/could be replicated beyond its original implementation, the benefits of scalability and how (in terms of process, costs, etc.) the solution would adapt to other cultural or geographical contexts.

**Please indicate the city/regions/countries where your solution has been implemented**

**Please indicate the cities/regions/countries where you expect to implement over the next 3 years**



**Uploads**

**Product logo or image**

No file selected.

To showcase your entry on the SEED website and other potential promotional uses, please provide a logo or image of your product or service (Max 2MB png/jpeg).  
[More information](#)

**Background Information**

Please feel free to upload background information you think would be helpful. This could include documentation, images and/or video link. The judges may use this as background information but they will only use the answers you provide above to evaluate your proposal. (Max 8MB; files doc./docx/pdf/ppt/pptx)

**Add a new file**

No file selected.

[More information](#)

**How did you know about the Silver Economy Awards? \***

**Terms & Conditions \***

I agree with the Silver Economy Awards 2018 [Terms & Conditions](#)

**State \***

- draft
- submit

Use "Draft" to keep unfinished applications. Once submitted, you won't be able to modify your application.