

## Honoured today:

# Winning Silver Economy solutions supporting Talents, Contributions and Participation of Older Persons in Society

BRUSSELS | Belgium May 3, 2018



The **Silver Economy Awards**

Powered by SEED

**TODAY | the first edition of the European Silver Economy Awards celebrates its winners with the patronage of Mariya Gabriel, Commissioner for Digital Economy and Society, and Markku Markkula, First Vice-President of the Committee of the Regions, hosting the ceremony.**

In our **previous event**, held in October in the framework of the **European Week of Regions and Cities**, Markku Markkula called for a bottom-up strategy for the European Silver Economy “that can only be achieved by creating synergies among European stakeholders”. This is why today we convene key speakers and participants to discuss the current challenges and opportunities of the Silver Economy.

The Silver Economy Awards Ceremony will be the opportunity to celebrate the **9 finalists from the three different categories** (type of organisation). They have been selected among 95 applications coming from 22 countries. Jury members from all over Europe were involved in a three-step evaluation process to identify these finalists, listed below:

### **Public Authorities**

- The Project DokkX – Aarhus Municipality (Denmark)
- The Generic Telemedicine Platform – Health Innovation Centre of Southern Denmark (Denmark)
- Living with dementia, support for informal caretakers – City of Helmond (The Netherlands)

### **Non-for Profit Organisations**

- GoLive Solutions - Fraunhofer Institute Portugal (Portugal)
- Procurement of comprehensive treatment – Hospital de la Santa Creu I Sant Pau (Spain)
- Optimal freedom for demented persons - Tante Louise (The Netherlands)

### **For Profit Organisations**

- The smart baseboards - nevisQ (Germany)
- RAY Accessible Smartphone solutions – Project Ray (Israel)
- Hunova: the new era of rehabilitation - Movendo technology (Italy)

Interaction is key on this very special day. The audience, on-site and at a distance, will be actively involved in the dialogue around Silver Economy and the winning solutions. This is **THE DAY** to draw attention to the potential of this part of Europe’s economy!

Curious? Follow us On Twitter at [#SilverCeremony2018](#) or on our live stream (details below)



## **MORE INFORMATION:**

Visit our website: [www.silvereconomyawards.eu](http://www.silvereconomyawards.eu)

Follow us on social media: <https://twitter.com/silvereconaward?lang=en>

Live Stream of the Awards Ceremony today: <https://livestream.com/corlive1/events/8168130>

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# HOW CAN SILVER ECONOMY CONTRIBUTE TO SOCIETY?



[HTTP://SILVERECONOMYAWARDS.EU/](http://silvereconomyawards.eu/)

## WHAT IS SILVER ECONOMY?

The Silver Economy is the section of our economy related to older people. It includes all economic activities that concern their needs. This includes health and well-being, leisure and tourism, housing and mobility, consumer goods and services, education, employment and finance.



## WHO CAN CONTRIBUTE?

Everyone can take part in the Silver Economy. All you need to do is identify with older persons challenges they face everyday and develop together a solution that will improve their daily lives. Take up the co-creation challenge!

## WHAT IMPACT ON THE ECONOMY?

Older persons are increasingly shaping economies, as they represent a growing segment of our population. According to Technopolis Study (2017), the total Silver Economy consumption will grow by 5% yearly to 5.7 trillion by 2025. Finally, "Olderpreneurs" will be serious economic actors to take into account in our future economy.

## WHO BENEFITS FROM IT?

If older people are the first intended beneficiaries, let's not forget that Silver Economy creates jobs, supports family carers, health and social care professionals in their daily practice and much more. Moreover, the Silver Economy is an enabler to deploy Age-Friendly Environments across Europe.

## OUR STRATEGY?

With the European Silver Economy Awards, we aim at celebrating innovative ICT related products and services that helps to improve the quality of life of older persons and their carers and to shape Age-Friendly Environments across Europe.

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