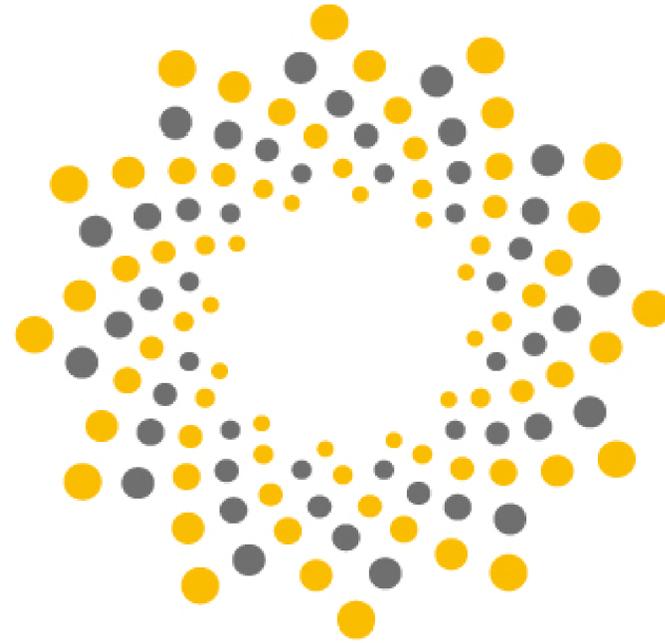


The **Silver Economy Awards**

Powered by SEED





The **Silver Economy Awards**

Powered by SEED

How to apply?

1st Webinar

21st June 2017

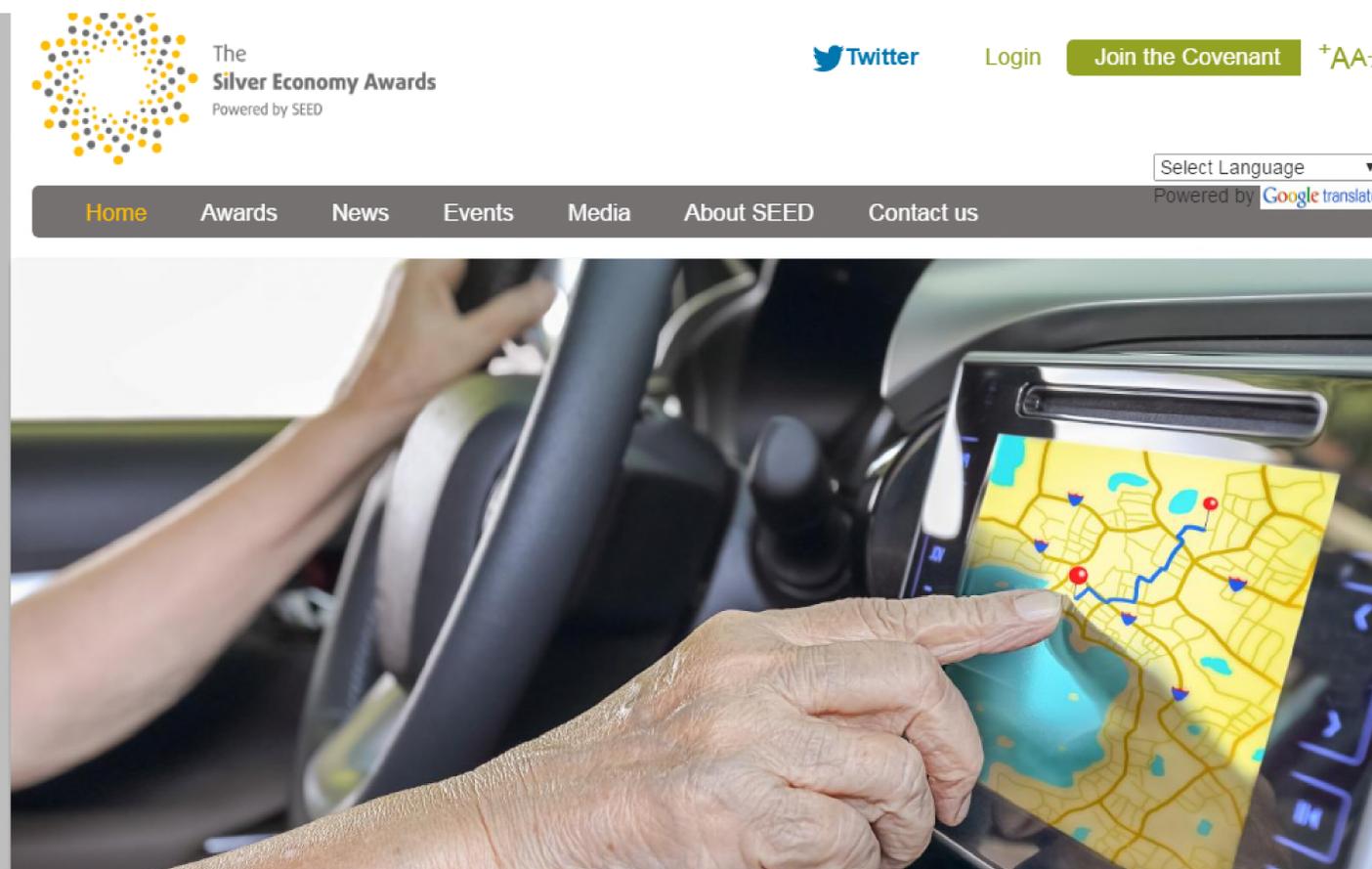
Mojca Preglau, City of Ljubljana



5 step process to submit application form online

1.) REGISTER:

- Go to www.silvereconomyawards.eu and register, receive authorisation email and login



About the Silver Economy Awards

The **European Silver Economy** is the section of our economy related to **Europe's** older citizens. The over 50s are increasingly shaping our economies affecting policy decisions and constituting a large and growing segment of the consumer market. The term includes all economic activities that concern older adults and meet their demands and requirements.

This includes health and wellbeing, leisure and tourism, housing and mobility, consumer goods and services, education, employment and finance. The EU-funded SEED project aims to celebrate innovative ICT related products or services, in all sectors that help to improve the quality of life of our senior citizens, and so raise awareness of and strengthen the **European Silver Economy**.





[Create new account](#)

[Log in](#)

[Request new password](#)

Username *

E-mail address *

Password *

Confirm password *

Organisation

Name of organisation *

Type of organisation *

- International institution (ex: European Commission DG Connect ; WHO Regional Office for Europe)
- National institution (ex: National institute for health and welfare, Finland; Centro de Referencia Estatal de Autonomía Personal y Ayudas Técnicas – Spanish government)
- Local and Regional Authorities (LRAs) (ex : City of Brussels ; Southern Denmark Region ; City of Stockholm; Council of European Municipalities and Regions)
- Industrial sector – including SMEs (ex: PAU Education – a private company; Ambienta45 – an environmental consultancy)
- Research Institute/ University (ex: Polibienestar Research Institute; TNO)
- Civil Society Organisation (ex: AGE Platform Europe; Granny Aupair; European Social Network; Alzheimer Europe)

Logo of the organisation

Nobena datoteka ni izbrana

[More information](#)





Main contact person

First name *

Last Name *

Job title *

Country *

- Select a value -



Email *

I declare the following:

- ✓ The information provided is true.
- ✓ The subject agree to give consent to the use of the personal data in the AFE-INNOVNET files in order to be part of the data base of the project website www.afeinnovnet.eu in the Member Network. The data sent will be public to all web users.
- ✓ The user agrees not to upload or post any User Submissions that are subject to intellectual property rights of third parties (including exclusive or publicity rights) unless the legal owner of those rights has granted him/her a license or formal authorization to publish the material in question.
- ✓ The subject will not use the data and information available on the AFE-INNOVNET website for commercial usage.

[Register as Member](#)



Background

01 Apr 2017 to 04 Jun 2017



Application

08 Jun 2017 to 15 Nov 2017



Evaluation

01 Dec 2017 to 01 May 2018



Awards

01 May 2018 to 31 May 2018

What is the Silver Economy?	Why apply?	Evaluation process	Awards ceremony
Why these Awards?	Who can apply?	Evaluation criteria and weighting	Submissions
	How to apply?	Meet the Jury	Finalists
	Apply now		Winners

Background

04/01/2017 to 06/04/2017

What is the Silver Economy?

The **European Silver Economy** is the section of our economy related to Europe's older citizens. The over 50s are increasingly shaping our economies – affecting policy decisions and constituting a large and growing segment of the consumer market.

The term includes **all economic activities that concern older adults** and meet their demands and requirements. This includes health and wellbeing, leisure and tourism, housing and mobility, consumer goods and services, education, employment and finance.

The **EU-funded SEED** project aims to celebrate innovative ICT related products or services, in all sectors that help to improve the quality of life of our senior citizens, and so raise awareness of and strengthen the **European Silver Economy**

Why these Awards?



The
Silver Economy Awards
Powered by SEED

Apply now

Winners

How to apply?

In a simple 5-step process, compete and submit the application form online.

1. Register, receive an authorisation email and login.
2. Complete the fields (save as you go along or so you can come back in and complete the form later).
3. Check you have completed all the obligatory fields – marked with an asterix.
4. Agree to the Terms and Conditions.

Click “apply now” between 8 June 2017 and 15 November 2017.

Apply now



The
Silver Economy Awards
Powered by SEED

2. COMPLETE THE FIELDS (possible to save and edit next time)

Contact Person
Title*
First Name*
Family Name*
Position*
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*
Type of organisation*
Public authority
Non-for profit organisation
For profit organisation



The
Silver Economy Awards
Powered by SEED

Please select at least one target age group that best fits your product or solution* [TICK BOX]

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 solution* [TICK BOX]

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 [If this box is ticked, the form will request applicants supply more information]

Please provide a general description of your product or solution* (Max 2,500 characters with spaces)



The
Silver Economy Awards
Powered by SEED

Please describe in what ways your solution is innovative?* (Max 1000 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.

Description:

Please select at least one type of innovation that best fits your product or solution* [TICK BOX]

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 1000 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.

Description:

Please indicate the number of current beneficiaries* [Free field to enter number]

Please indicate the estimated number of future beneficiaries after 3 years * [Free field to enter number]

Please describe the economic value creation of your solution* (Max 1000 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.

Description:



The
Silver Economy Awards
Powered by SEED

Please describe the level of maturity of your solution* (Max 1000 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.

Description:

Please describe the economic value creation of your solution * (Max 1000 characters with spaces)

Please describe the business or economic sustainability model of your solution* (Max 1000 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.

Description:

Please describe the replicability and scalability of your solution* (Max 1000 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.

Description:

Please indicate the city/regions/countries where your solution has been implemented [Free field to enter number]

Please indicate the cities/regions/countries where your expect to implement over the next 3 years [Free field to enter number]

Uploads

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).

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/)

3. CHECK YOU HAVE COMPLETED ALL OBLIGATORY FIELDS – MARKED WITH AN ASTERIX

4. AGREE TO THE TERMS AND CONDITIONS

I agree with the Silver Economy Awards 2018 Terms & Conditions

How did you know about the Silver Economy Awards?

SAVE

SUBMIT

5. SUBMIT



The
Silver Economy Awards
Powered by SEED

This project has received funding from the European Union's Horizon 2020
research and innovation programme under grant agreement No 727625.



Thank you!

www.silvereconomyawards.eu



@silvereconaward

#silvereconomyawards



City of Ljubljana



The project content solely reflects the author's view. The Commission is not responsible for any use that may be made of the information contained.