

**SILVER STAR CHALLENGE  
REGIONAL CALL FOR INNOVATIVE  
SOLUTIONS ADDRESSING UNMET NEEDS OF  
THE ELDERLY IN LIGURIA**

**CE1516 I-CARE SMART PROJECT**





## 1. Context

Eurostat in 2019 declares that “ the median age of the EU-27’s population is increasing and was 43.7 years on 1 January 2019. This means that half of the EU-27’s population was older than 43.7 years, while half was younger. Across the EU-27 Member States the median age ranged between 37.7 years in Ireland and Cyprus and 46.7 years in Italy, confirming the relatively young and relatively old population structures recorded in each of these Member States.”

If Italy has the higher mean age and between the regions, Regione Liguria has the older population of Italy and of EU. The number of people 60+ in Liguria is 546.941 (35, 27% of general population) (ISTAT, 2019).

The use of the healthcare services increases progressively with the age. In Italy 27, 9% of general population (16.209.000 people) report having made at least one medical examination in the four weeks preceding the interview and this percentage reaches 47.8% among the ultra-octogenarians (ISTAT, 2019). In the city of Genova 91% of people aged 65 and over took drugs in the last 7 days; homecare assistants assist almost half (44%) of people aged 65 and over with disabilities, but also 29% of those at risk of disability (Passi D’argento<sup>1</sup>, 2013).

## 2. The I-CARE SMART project

In the abovementioned context has been designed the I-CARE-SMART project. I-CARE-SMART is financed from European Regional Development Funds, brings together local municipality, social and health care service sector, business sector, research and development sector and the elderly community to establish a durable cooperation to co-create innovative smart solutions for elderly care.

More information about the project and its activities can be found at <https://www.interreg-central.eu/Content.Node/I-CARE-SMART.html>

## 3. REGIONAL NEEDS

In the need analysis performed in the first period of the project one of the main finding was related to participation and socialization. Before the covid-19 effects in the city of Genova 28% of people over 65 declared to participate in social activities, 5.1% declares to make some social volunteering activities and 4.4% attend some training courses (Passi d’argento, 2016). In addition, experts interviewed from the regional authorities consider the opportunities for communication and socialization fundamental for those who are self-sufficient to maintain them active and healthy. In fact, if the old person isolates himself, the risks to his health increase.

Dementia is one of the major condition that reduce the participation of the elderly to an active social life. The reasons are evident but the impact starts before the level of decline

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<sup>1</sup> Passi d’Argento is a surveillance system of national relevance (DPCM of 3 March 2017 - General GU Series n.109 of 12 May 2017) dedicated to the population aged 65 and over and provides information on health conditions, habits and lifestyles and needs of care and assistance specific to the elderly population.



becomes effective. This is due to the fear of the older adults or their relatives to be in difficulties outside home, such as to be unable to come back home.

To this purposes different initiative are present on the Regional territory with the creation of many Dementia-friendly Communities. This paradigm is nowadays applicable only to bounded area with a clear physical delimitation.

## 4. AIMS OF THE REGIONAL CHALLENGES

The purpose of the Regione Liguria Challenge is to identify and develop ideas/solutions around the concept of Dementia-friendly Communities that support their application in metropolitan areas.

We would like to investigate solutions designed on the older adults' need, acceptable and usable by them, that can support their walking around the town starting from the concept of neighbourhood.

The ideas we are looking for have to focus on:

- technology acceptability
- user centred design
- human tracking (not identification)
- path recognition

## 5. CO-CREATION AIMING

The selected ideas will be discussed and improved with the collaboration of older adults representative, clinicians expert on the older adults condition, representatives of the University and of the Regional Agency of Health.

These team of experts, representing the Quadruple Helix, will be at disposal of the promoter of the selected idea to develop and test the identified solution with the aim to adopt it in a future. The selected co-creation idea will be presented to all relevant actors of the regional health system during a dedicated occurrence.

## 6. WHO CAN APPLY

Can submit their project idea :

- **Natural person or groups of natural persons** (participants must be at least 18 years old at the time of submitting their application).
- **Businesses or group of businesses** (in this case the legal representative of the lead firm must submit the proposal) from the Liguria Region. Businesses must be members of, at least, one regional hub for research and innovation.



Applicants must have their residence or registered office and/or place of business in the European Union.

Each candidate, individually or in teams, may participate with only one project.

Employees, collaborators and consultants of the promoters are excluded from participation in the call.

The organisation of the call itself reserves in any case the right not to admit candidates who are not consistent with the spirit and objectives of the initiative.

## 7. Eligibility

In order to participate, under penalty of exclusion, the project idea must meet all the following requirements:

- Have a component of innovation with respect to any already developed solution
- Consider the involvement of the end users in the design process
- Be submitted within the deadline and in the manner stipulated in this call for proposals.
- Be realised in Italian or in English

## 8. HOW TO APPLY AND DEADLINE

Interested applicants shall fill in the application form and send by email to the reference contact.

The application form is available online at this link (<http://silverstar-platform.eu/index.php/en/the-silverstar-challenge-en>) on the Regione Liguria section.

To submit the filled form you can upload it on the same please and provide the required info.

The Deadline is **20th May 2021**.

## 9. SELECTION CRITERIA

Proposals received will be evaluated in three phases:

### **Stage 1: Formal Evaluation**

During this phase, applications will be evaluated in order to verify:

- compliance with the deadlines established for sending applications;
- possession of the subjective requirements by the proposing subjects (Article 6);
- correctness of the provided form (i.e. all the necessary field filled).



Lack of one or more of the required information will lead to automatic rejection of the application. Project proposals that successfully pass the checks will move on to the next evaluation phase.

### Phase 2: Technical Evaluation

The applications that have passed the formal checks and are in line with the objectives of the I-CARE-SMART project will be evaluated on their merits by a Technical Committee composed by the members of the I-CARE-SMART Italian's Task Force. The Committee will evaluate the proposals received by assigning a score to each of the criteria listed below.

	<b>CRITERIA</b>	<b>POINT</b>
A	<b>OPERATIONAL CAPACITY:</b> The design, technical and operational skills of the applicant will be evaluated.  The degree of skills and transversal competences of the team represent an added value.	From 0 to 20
B.	<b>RELEVANCE:</b> The relevance of the idea to the strategic objectives of the call will be assessed. Does it succeed in responding to needs expressed in Article 4?	From 0 to 20
C.	<b>ORIGINALITY AND CREATIVITY:</b> Does the proposed solution succeed in introducing elements of innovation and creative thinking with respect to existing offerings? Is the technological solution, product or process, truly new original?	From 0 to 30
D	<b>FEASIBILITY:</b> Will the idea be able to become a product solution in the near future, i.e. within 2 years maximum?	From 0 to 30
	Maximum score	100

The Committee will evaluate the proposals received by assigning a score to each of the criteria listed below, selecting the winning project at its sole discretion.