

SILVER STAR CHALLENGE
REGIONAL CALL FOR INNOVATIVE
SOLUTIONS ADDRESSING UNMET NEEDS
OF THE ELDERLY IN THE CZECH REPUBLIC

CE1516 I-CARE SMART PROJECT





1. Who are we and what is our philosophy?

We are a care providing organization with more than 20 years of experience in the field of elderly care. We provide a wide range of services to the senior citizens of Prague 9 which enables us to have access and respond to the needs of the senior population in all its variety. As the needs and wishes of our target group members have for long been the driving force of our organization's everyday existence and as our target group members' access to all the aspects of modern society is one of our major topics we joined forces, under the I-Care-Smart project, with the Czech technical university in Prague and High-Tech Park technological agency to bring innovation and smart solutions closer to the seniors. We have established relationships with other organizations providing services to the elderly and these connections form our expert base in providing support services to our future co-operators. Together with our co-operators from Prague 9 municipality social service department we are looking for innovative approaches that would make the lives of the growing proportion of the elderly in the society easier and filled with activity and satisfaction. To our future co-operators – the winners of the Silver star challenge regional call- we aim to provide complex support services in order to develop solutions tailor-made for the elderly.

2. I-CARE SMART project

The I-Care-Smart project brings together local municipality, social and health care service sector, business sector, research and development sector and the elderly community to start long-term cooperation and co-creation in order to search for innovative smart solutions that would respond to the needs of the seniors. The cooperation shall ensure that the target group members' needs will be reflected at all the stages of the process of creating innovative solutions and thus that the result of the process of continuous user validation shall be more easily marketable.

<https://www.interreg-central.eu/Content.Node/I-CARE-SMART.html>

3. Call for Cooperation

Social Services Prague 9 together with Prague 9 municipality under the patronage of the ERDF funded I-Care-Smart project invite you to take part in the Silver Star Challenge Call for action.

Who shall apply?

- start-ups, small to medium enterprises, research teams or any other innovators (with or without legal entity) with interest in the field of health and social care of the elderly.
- Partners looking for complex support services in further developing their product or idea by end-user validation
- Partners looking for support in establishing contact with their end-



users

- partners interested in co-creating their products with their end users and incorporating feedback from the field of health and social care into their solutions.
- partners able to provide a solution in an early stage of the technology readiness level
- partners able to offer a solution responding to the needs revealed by our research of the elderly and our experience in elderly care: see 4.

4. The submitted applications shall belong to the following categories and respond to the following needs

- **SMART SOLUTIONS FOR SAFETY AND AUTONOMY OF THE ELDERLY CITIZENS - Support of self-sufficient life of the elderly**

-Safety and security when performing the activities of daily life

-Safety and security when performing the instrumental activities of daily life

-Self-sufficiency support

-Health-care provision and mediation in home environment

-Maintenance of the highest possible level of autonomy and independence despite worsening health condition

-Mediation of help and support in case of need

-Possibility to stay in the home environment as long as possible

-User friendliness and respect to the limitations caused by age and health state



- **SMART SOLUTIONS FOR ACTIVITY AND COMPETENCE SUPPORT**

OF THE ELDERLY: Technologically based support in the activation and competence building activities for senior care services clients

- Need to pursue active life despite limitations caused by age and health state
- Mediation of stimuli to people with physical and cognitive impairments.
- Mediation of new stimuli
- Mediation of reminiscence activities
- Perceptiveness and user friendliness to people of senior age.
- Individual approach – ability to react to individual wishes and needs, employ personal preferences and personal history.
- Application and support of preserved competences.
- Development of competences

5. What do we offer? What are the benefits of participating in the call?

The chosen applicants will participate in I-CARE-SMART project pilot actions and they will receive complex support services in the process of co-creating their solution. To ensure the marketability of the chosen solution we offer following services and know-how to the chosen applicant:

CO-CREATION WITH END USERS

- Material as well as intellectual resources connected to successful co-creation with the elderly
- Direct access to the end users – to the elderly as a heterogenous group
- Access to expertise in health and social care, long time experience with the target group specifics



- Environment of a care-providing institution
- Complex feedback providing services -Focus groups, round tables, workshops, interviews, surveys organization and evaluation of the feedback in order to further develop the solution
- Living lab environment
- Real-life testing

NETWORKING AND PROMOTION

- Network of our co-working organizations in the region – other care providers, consulting services etc.
- Mediation of the relationship with public authorities
- I-Care-Smart transnational network
- Promotion and raising awareness activities among potential users community
- Access to the transnational platform focused on „silver economy“

6. Who can apply?

Organisations with legal entity, organisations without legal entity, self-employed, groups of self-employed, natural person or groups of natural persons (students, start-ups, young researchers, etc.) from the regions of the CENTRAL EUROPE PROGRAMME area (<https://www.interreg-central.eu/Content.Node/discover/programme.html>) who have already innovative SMART solutions in elderly issues at least at an early stage of the technology readiness level¹.

7. How to apply?

Applicants interested in the complex support services of the I-Care-Smart project shall fill in the application form attached to this call and upload them to the Silver Star Platform - <http://silverstar-platform.eu/index.php/en/the-silverstar-challenge-en#> until at latest: **31st May 2021**

¹ https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf



8. Selection criteria

The submitted applications will be evaluated by the regional working group composed of all the quadruple helix actors according to the following criteria:

- Relevance to the needs stated in the call
- Effect the solution can be expected to have in relation to the needs stated in the call.
- Innovativeness.
- Beneficial effects for the target group.
- Beneficial effects for the society.
- Relevance to the regional setting.
- Benefits of the co-creation process for the solution in question.
- Motivation of the applicant to enter the co-creation process.

9. Timeline:

Submission of applications:	31th May 2021
Selection of applications:	1st June – 15th June
Test (“Pilot”):	June – September 2021
Evaluation of test results (“co-creation”)	October 2021

We are looking forward to the applications!

Social Services Prague 9

Prague 9 municipality