

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

CE1516 I-CARE SMART PROJECT

19TH OF MARCH, 2021, BUDAPEST





1. Information – communication, digital (SMART) solutions in the elderly issues and issues

By 2020 nearly the third of the European population is expected over 65 according to some prognosis. The role of the „Silver Economy“, an economic sector specialised on the special needs and demands of the elderly people, is expected to increase. Especially the information-communication technology & digital (SMART) solutions are looking forward to prosperous future. Their importance in the relationships between the elderly clients (or their relatives) and the public institutes will also be of higher importance. More and more SMART products and services are entering the market. However, the share of these SMART solutions where the elderly themselves have been actively involved into the design and development process is quite low. It is well known that the elderly people are less open to the use of SMART solutions even these are making the everyday life more comfortable. We can conclude that those SMART solutions will be viable in long-term where the elderly and the social & health institutes providing services for them are involved already into the design and development process of the SMART solutions.

2. About the I-CARE SMART project

The objective of the I-CARE SMART project financed from European Regional Development Funds is to establish a durable cooperation among the actors interested in innovative SMART solutions for elderly care. Secondly, the project aims to ensure that the needs and interests of these actors shall be channelled into each phase of the innovation cycle of this type of smart solutions. These interested actors („Quadruple Helix“) having interest in SMART elderly care are in general:

- **the elderly people (as end-users) and their relatives,**
- **the businesses (designers, developers, researchers, manufacturers, etc.),**
- **the health & social provider institutes and their professionals and**
- **the local governments.**

In the project we have already established the above – mentioned „Quadruple Helix“ in the Újbuda region consisting of: the Municipality of Újbuda, the Újbuda Social Service Provider, the „Community of the Senior Volunteers in Újbuda“, Saint Christopher Outpatient Care Centre Public Benefit Non-profit Limited Liability Company (also a company maintained by the Municipality of Újbuda) and the Budapest University of Technology and Economics. Our goal is to jointly develop the innovations for SMART elderly issues selected under this call in strong cooperation between the applicant and the „Quadruple Helix“.

3. Potential SMART needs of the elderly identified in ÚJBUDA

During the coronavirus pandemic in spring of 2020, the Municipality of Újbuda has installed a CALL CENTER to help the elderly people during the lockdown and restrictions. There have been recorded more than 3 000 incoming calls from the elderly people until June 2020. These calls have been later analysed by the social professionals whether the recorded needs imply potential smart solutions, and the professionals have set up categories of the identified potential smart solutions. We have come to the conclusion that SMART solutions in the elderly



issues and elderly care have to meet the daily basic needs, the telemedicine has prosperous future (for example: health monitoring for quick intervention, or for reducing the high number of consultations between doctors and patients), and – maybe the most important – “there shall be a human voice at both ends of the technological solutions”.

4. The submitted applications have to focus on at least one of the following SMART categories.

- connection with the outside world
- creating connection between elderly and professionals
- informing others and get informed yourself (in trustable way)
- reliable relationships with public authorities and institutes (Being informed on procedures)
- opportunities to give notification on problems and solutions related to the living surroundings
- smart home and complex smart solutions for elderly people with impairment in mobility
- easy and quick access to the health service providers
- monitoring the health conditions
- quick transmission of data on health conditions

5. What kind of innovation we are expecting?

The submitted innovation can be:

(1) Tangible solutions (e.g. software, application, product, etc.).

(2) Designs, concepts, plans, service concepts.

All submitted ideas must be innovative and must be related to the SMART solutions in elderly issues / care.

6. What we offer?

The selected innovations will be tested by engaging elderly people (as end-users) from our so-called „test – community“. The test results will be collected and evaluated by the applicant and the actors of the „Quadruple Helix“, and this way the innovation will be further-developed with the co-creation methods (validation).



6.1. In case of tangible smart solution (e.g. prototype, application)

- Creation of a heterogeneous group from the „test community“ of elderly people for the smart solution to be tested.
- Finalising the number of the elderly people to be engaged into the test.
- Contacting and engaging the elderly people into the test (in full compliance with the GDPR regulations!).
- Set up the communication with the elderly people engaged into the test (communication channels, regularity, etc.).
- Collecting feedbacks from elderly participating in the test and forwarding them to the applicant (in strong compliance with the anonymity rules!).
- Evaluation of the test results in joint cooperation between the „Quadruple Helix“ and the applicant (venue: Újbuda Social Service Provider or online), and development of the smart solution (validation).
- Investigating whether the submitted smart solution can be integrated into the CALL CENTER operated by the Municipality of Újbuda within the Újbuda Social Service Provider (in terms of technical, legal and organisational).

6.2. In case the smart solutions exist still in concepts, plans and designs (e.g.: a design of a smart home for elderly people)

- Organising focus groups with the elderly people from the „test community“ with participation of the „Quadruple Helix“ and applicant

7. 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.**

8. Data protection

The submitted and selected innovations will be handled in full compliance with the EU and national GDPR regulations. In case of each selected application the detailed data protections rules will be individually determined with regard to the specifics of the selected innovation.

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



9. Business secrets

With the selected applicants, an individual agreement on the privacy statement will be concluded between the applicant and the Újbuda Social Service Provider Institute.

10. Publicity

Upon **the consent of the applicant**, a presentation of the selected innovation and a summary of the test results will be published:

- on the project subpage of the Municipality of Újbuda (<https://idosbarat.ujbuda.hu/i-care-smart-projekt>)
- in the Local Newspaper of the Municipality of Újbuda
- on the Silver Star Transnational Online Platform

11. How to apply and deadline

Interested applicants shall fill in the application form attached to this call and send them to:

Silver.Star.Challenge@ujbuda.hu

Until at latest: **30th June 2021.**

IMPORTANT: the publisher organisations of this call reserves the right to suspend the call before the submission deadline.

12. Selection criteria

The submitted innovations will be selected upon the following selection criteria within 3 weeks following the submission:

- How does the submitted innovation fit into the SMART categories listed under point 4?
- The innovative character of the submitted idea.
- The technology readiness of the submitted idea.
- Necessary Human resources for implementation of the test.
- Clear expectations for the co-creation with "Quadruple Helix".



13. Timeline:

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| Submission of applications: | 30th June 2021 |
| Selection of applications: | Continuous within 3 weeks following the submission date of the application, but at latest 21st of July 2021 |
| Test ("Pilot"): | Upon agreement, but at latest 30th of September 2021 |
| Evaluation of test results ("co-creation") | Upon agreement, but at latest 31st of October 2021 |

We are looking forward to the applications!

The Municipality of Újbuda

Újbuda Social Service Provider

Budapest University of Technology and Economics