

Interreg
CENTRAL EUROPE



European Union
European Regional
Development Fund

I-CARE-SMART

SilverStar Challenge Transnational Call

I-CARE-SMART PROJECT

31 March 2021



SilverStar Challenge

The European Regional Development Fund invites you to participate in a unique co-creation process bringing businesses together with public authorities, scientific institutes and members of the growing group of “silver agers” to create new products and services for elderly care in a quadruple helix approach.

– Be part of a unique co-creation process –

Improving health and well-being of seniors with tailor-made products & services entails business opportunity, often referred to as the “silver economy” and it is not only a societal challenge but also a growth opportunity by bringing innovation closer to senior citizens. The potentials of the silver economy can be exploited only if innovative products and services have high marketability.

This can be guaranteed through understanding relevant regional contexts and end-user needs, learning about competing solutions, and opening doors towards foreign markets, and this can be only achieved through transnational cooperation.

I-CARE-SMART Project

The I-CARE-SMART Project brings together key stakeholders of regional innovation ecosystems in 6 Central Europe regions (<https://www.interreg-central.eu/Content.Node/I-CARE-SMART.html>) in order to help businesses to develop solutions for the elderly with high chances of successful market uptake beyond borders. This transnational cooperation is funded by the Interreg CENTRAL EUROPE Programme under the European Regional Development Fund.

Local and regional governments involved in the I-CARE-SMART Project are committed to act as facilitators of innovation. They aim to offer an open space for co-creation. For that they are exploiting existing channels through which elderly citizens are currently reached (e.g. the care system, senior communities, social networks).

Co-creation process (SilverStar Challenge)

After collecting the unmet needs of the elderly in the regions (available for download at the challenge webpage) and identifying those that should be targeted with smart, novel solutions, the Project invites businesses and innovators to present smart solutions for the revealed needs in the SilverStar Challenge.

The SilverStar Challenge is a call to participate in a quadruple-helix based user-focused co-creation process. It engages businesses, public authorities, scientific



institutes and members of the “silver generation” to innovate and implement products and services that create value for all parties involved.

Apply by 12th May

Companies and Individuals are invited to apply

- a) for the transnational challenge
- b) for one of the six region-specific challenges

(<http://silverstar-platform.eu/index.php/en/the-silverstar-challenge-en#>).

The selected projects enter a regional pilot and take part in facilitated co-creation sessions and living-lab-type real-life tests, which allow direct interaction between innovators and representatives of the target group and to help innovators’ validation with actual user feedback. This process helps to nurture innovation with high user-acceptance.

We encourage you to apply with your projects in any domain, at any stage to apply. We have found that personal characteristics are more important than any specific credentials or degrees. In terms of the former, the crucial dimension is being open to cooperate and co-create.

Keep in mind that once your project is submitted, the selection process begins. Projects that submit early have a small advantage because we have more time to read their applications.

By simply filling out the application form, you are not automatically granted access to SilverStar Challenge. Your application will be reviewed internally and, if it meets all eligibility criteria, you will be contacted at the email address indicated with further steps to participate in the Programme.

Eligibility Criteria

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

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



Selection criteria

- Well-defined SMART solution for elderly.
- Fit with SilversStar Challenge strategic objectives.
- Novelty and feasibility of the approach.

Minimum 10 smart solutions will be selected

Application period: 31 March – 12 May 23:59 CET

Timeline

12 May	Submission deadline for application
12-21 May	Evaluation of applications
24-25 May	Informing selected and rejected applicants
26 May	Announcement of selected participants
June – September	Series of co-creation sessions with selected participants

Programme location: online

Programme costs: free of charge

Contact for transnational and regional calls:

Austria - City of Graz	kerstin.loeffler@stadt.graz.at
Hungary - Municipality of Ujbuda	Silver.Star.Challenge@ujbuda.hu
Italia - Regione Liguria	elice.bacci@regione.liguria.it
Slovakia - Kosice Region	martin.dujcak@tuke.sk
Czech Republic - Prague	schwarzova@ssspraha9.cz
Polonia - Lodzkie Region	international.projects@lodzkie.pl

How to apply?

1. Visit www.silverstar-platform.eu where you can find 1 transnational and 6 regional documentation.



2. Choose a call (transnational or regional) and a region you want to participate
3. Download the corresponding application form and background documentation (Please be aware that the regional application forms might be different)
4. Fill in all sections and submit your application by uploading to the chosen transnational or regional submit function by 12 May 23:59 CET