

TAKING  
**COOPERATION**  
FORWARD

📍 Online

💬 **Silverstar Challenge - Transnational Call - Needs Region Graz**

👤 I-CARE SMART | CITY OF GRAZ & NOWA

# Why should you apply...

- You have a product, service or new idea to support seniors to stay at home independently for as long as possible?
- You are looking for support in (further) developing your product & service and design it tailor-made for elderly people?
- You need support in getting in contact with your target group and getting to know your user needs?
- You are looking for long-term co-creation support and cooperation in order to integrate identified needs of both, elderly as individuals and elderly (health & social) service providers into each phase of your innovation cycle for smart elderly solutions?



# Why should you apply...

## Your benefits

- Win an INNOVATION AWARD, which offers :
  - a platform to work on social innovation for and with elderly people
  - support in a **co-creation process for several months**
    - Living-Lab testing
    - Real-life testing
    - Workshops with seniors and health professionals
    - Focus group discussions
    - Surveys, interviews and questionnaires
  - to develop customer-oriented solutions and make a collaborative thinking a more common tangible experience



# Our major topic is ...

...social innovation for smart elderly care.



The **Geriatric Health Care Centers Graz (GGZ)** are the leading provider for geriatric medicine and nursing in the City of Graz. With a strong focus on the best point of care for elderly people we also want to support the common wish of elderly people to stay at home for as long as possible. Therefore together with our research institute and partners we strongly engage in innovations for “smart elderly care”.



**nowa** is a non-partisan and non-profit regional association, members are the City of Graz and municipalities of the district Graz-Umgebung. nowa is an expert organization, committed to gender equality in the labor market, education, business and regional development. nowa stands for equality of all gender to achieve a self-determined participation of all people in their diversity in society.



# We are searching for ...

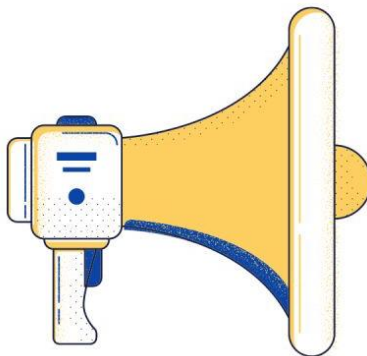
...innovative solutions which cover one or more of the following challenges

<https://www.youtube.com/watch?v=RRGETrinZBw&t=5s>



# Who we are & what we believe in...

Our slogan: Creating better products and services with co-creation!



In I-CARE-SMART we bring together the Research & Development sector, Business sector, Health & Social Service Provider sector, the Elderly Community under the coordination of the Local Municipality to start a long-term co-creation and cooperation in order to integrate the identified needs of both the elderly as individuals and the elderly (health & social) service providers as institutes into each phase of the innovation cycle for SMART solution (planning, developing, prototype, validation, marketing and follow-up).



# HOW TO CONTACT US?

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