

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

CE1516 I-CARE SMART PROJECT

---

30TH OF MAY, 2021, POLAND

---



## 1. Information - digital (SMART) solutions in the elderly issues and issues

The population of Lodzkie Region is ageing rapidly, Lodzkie is one of the fastest ageing regions in Poland. Due to this fact and the demographic structure of the region seniors in Lodzkie Region are mainly women living in cities. Lodzkie Region was characterised by one of the highest shares (after Silesian Region) in the national scale of the population with long-term health problems in the population. In 2014, this share was 57.4% in the general population, and in the older population groups respectively: 80.2% in the group of population aged 50-69 and 95% in the group of population aged 70 and over.

It is important to stress the differences between rural and urban areas in the access to the facilities, services, care and other goods, as well as technical infrastructure and advancement.

There is a great need for solutions, especially in rural areas, to offset the decline in family caring and new care solutions will be needed.

Seniors are an often overlooked but important and growing group of clients. A study by Technopolis Group and Oxford Economics indicates that by 2025 the silver economy will amount to over EUR 5.7 trillion. Silver economy includes, among others, providing and modifying products tailored to the needs of seniors, appreciating the elderly as active market participants, as well as all activities aimed not only at the elderly, but also for institutions and organizations whose clients are seniors.

The silver economy sector has great potential for business development in connection with the modern technology industry. Existing solutions, such as electronic patient data interchange, e-health, wristbands monitoring vital functions and fall sensors, and medical equipment do not completely improve the quality of life of older people and meet all their health needs. For this reason, it is so important to adjust the offer of services dedicated to seniors, taking into account the complexity of the needs of people from this group.

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

More information about the project and its activities can be found at:

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

### 3. The submitted applications

As part of the project, we are looking for solutions for seniors that will meet the following criteria and values:

- a. accessibility;
- b. convenience / usability;
- c. cost reduction;

### 4. What kind of innovation we are expecting?

We expect a variety of solutions aimed at improving the standard of living of the elderly, at the same time reducing the observed barriers arising with the development of technology. The proposed solutions may be at any level of advancement:

- a. Tangible solutions (e.g. software, application, product, etc.);
- b. Designs, concepts, plans, service concepts;

### 5. What we offer?

- analysis of the product/service being developed; assistance in solving problematic elements of your product/service;
- research of the needs of seniors in 6 Central European partner countries - Poland, the Czech Republic, Slovakia, Hungary, Austria, Germany);
- an ever-growing international network of contacts;
- access to groups working on SMART solutions in partner countries;
- access to SilverStar Platform - a virtual ecosystem created for transnational cooperation in the I-CARE-SMART project;
- Assistance in finding sources of funding for your solution.

### 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 level<sup>1</sup>.

### 7. Data protection and business secrets

With the selected applicants, an individual agreement on the privacy statement will be concluded between the applicant and the local coordinators of SilverStar Challenge call facilitating the co-creation process.

---

<sup>1</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/annexes/h2020-wp1415-annex-g-trl\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf)

## 8. 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 Medical University of Lodz and Lodzkie Region
- social media of the Medical University of Lodz and Lodzkie Region
- on the Silver Star Transnational Online Platform
- and others communication platforms

## 9. How to apply and deadline

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

[international.projects@lodzkie.pl](mailto:international.projects@lodzkie.pl) / [sebastian.wawrocki@umed.lodz.pl](mailto:sebastian.wawrocki@umed.lodz.pl)

Not later than **30 May 2021, 11:59 pm**

## 10. 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”.

## 11. Timeline:

Submission of second round applications:	No later than 30th of May 2021
Selection of applications:	No later than 30th of June 2021
Test (“Pilot”):	June - September 2021
Evaluation of test results (“co-creation”):	October 2021

**We are looking forward to the applications!**