

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





1. Co-creation of SMART products and services for seniors

According to the demographic trends which can be seen all over the Europe, the number of seniors are raising. Following that, 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.**

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 shall be focused on at least one of the following identified needs of seniors:

- home for seniors (community housing, social houses for seniors, etc.),
- health care for seniors,
- mobility and transport services for seniors,
- educational activities for seniors (especially working with information-communication technology, working with information about products and services for seniors),
- availability of sports, cultural and leisure activities for seniors,



- health monitoring and provision of home care for seniors.

4. What kind of innovation we are expecting?

The call will support development of products and services that have not yet been marketed and publicly offered to the target group, while their actual readiness level may be in the phase of:

- (1) Tangible solutions – existing prototype (e.g. software, application, product, etc.),
- (2) Designs, concepts, plans, service concepts.

5. What we offer?

- We thoroughly analyse your developing product/service and, based on our experience and knowledge, will suggest possible improvements or tools to reduce potential risks.
- We will help you find experienced professionals who can support you to solve specific problematic elements of your product/service
- We will organize a series of meetings with seniors and other relevant stakeholders for you, where our experts will lead a discussion leading to obtain the best and most beneficial feedback about your product/service, while the acquired knowledge will be provided to you in a comprehensive form of recommendations for the implementation of specific measures.

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>).

7. Data protection

The data of selected applicants and their developing products/services will be handled in accordance with current EU legislation and national regulations implementing the GDPR Directive.

8. Protection of 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.



9. Publicity

By submitting the application, the applicants agree with the publication of general information about the developing product/service and the results of the co-creation process, after consulting the content to be published, with the local coordinators of SilverStar Challenge call.

The content of the published information will fully respect the protection of trade secrets and ideas of the creators of innovative products and services.

10. How to apply and deadline

Interested applicants shall fill in the application form attached to this call and upload them to:
<http://silverstar-platform.eu/index.php/en/the-silverstar-challenge-en>

Until at latest: **31st May 2021**

11. Selection criteria

The submitted innovations will be selected upon the following selection criteria:

- How does the submitted innovation fit into the SMART categories listed under point 3?
- 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".

12. Timeline:

Submission of applications:	No later than 31st of May 2021
Selection of applications:	No later than 30th of June 2021
Test ("Pilot"):	06-09/2021
Evaluation of test results ("co-creation")	10/2021



We are looking forward to the applications!



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V KOŠICIACH**



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