Smart Ageing Prize 2017

Frequently Asked Questions (FAQs)

This document contains a collection of the answers to the most common questions about the Smart Ageing Prize. For further details please refer to the Terms & Conditions.

1. Who can enter the challenge?

The challenge is open to individuals, groups and organisations located in the following countries: Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Israel, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.

We encourage applications from older people, engineers, designers, technology professionals and SMEs who are particularly keen to empower older people to improve their quality of life.

2. Can I submit more than one solution?

Yes, you can submit more than one application or be named as a partner on more than one application. Each solution submitted needs to be innovative and different to any others submitted.

3. I have entered my solution into another competition: can I submit the same solution to the Smart Ageing Prize?

Yes you can enter your solution even if you have submitted it to another competition. Please make sure you provide relevant and specific answers to the application questions for this competition. Other competitions may have rules about entering your solution in more than one competition. It is your responsibility to check this before you apply for the Smart Ageing Prize.

4. Can I remove my application once I have submitted it?

Yes, you can send an email to smartageing@nesta.org.uk and request for your application to be removed. If your application is removed before the deadline, it will not be assessed.

5. What kind of solutions are you looking for?

We are looking for ICT-based solutions that engage older adults across Europe in social and stimulating activities.

AAL is looking for solutions with the following characteristics:
- Use of innovative digital technologies to engage older adults in social and stimulating activities, promoting active and connected ageing.
- Short time to market (not more than 18 months) following the award of the Prize
- Co-designed with users, the final solution is capable of delivering a measurable improvement in the number of older adults participating in social activities.

What's important is that the solution is **innovative** - we are not looking to support a solution such as a website with no innovative digital component. Also, the solution must be supported by a strong and viable business model.

Your solution should be **capable of delivering a measurable improvement in the number of older adults participating in social activities.** This is the impact the challenge prize is looking for. The judging criteria can further illustrate how your application will be assessed.

6. Are there any kind of solutions that are excluded from applying?

The challenge prize will not be awarded to solutions such as medical devices or those that focus solely on health and care needs.

7. Why is AAL running the Smart Ageing Prize?

Globally, the ageing population is increasing at an unprecedented rate. According to the European Summit on Innovation for Active and Healthy Ageing (2015), by 2060 one in three Europeans will be over 65. This demographic shift presents a challenge as well as an exciting commercial opportunity as the Silver Economy emerges as a new market. Innovative technological approaches are needed that cater to the needs and aspirations of older adults, empowering them to continue to lead independent lives and play an active role in society, whether that be at home, work, education, or in their community.

The main aims of the Smart Ageing Prize are to:

1. Stimulate new, effective and user friendly ICT solutions that address older people's wellbeing, needs and aspirations.
2. Mobilise new talent such as older people, students, engineers, designers, technology professionals and SMEs to create solutions for active and healthy ageing.
3. Prompt new collaboration to empower older people through co-creation.
4. Build the capacity of new innovators to develop prototypes and business plans.

5. Highlight the commercial opportunity of the Silver Economy and attract new investors interested in ICT solutions for older people.

8. What stage of development do you expect the submitted solutions to be at?

The applicant should have a working example of their idea or be able to develop one by May 2018 for the Academy event. This also demonstrates that the solution will be ready to be presented as a business opportunity by the end of the challenge prize.

9. How do you define older people?

Citizens of the age of 65 years and older.

10. What do you mean by co-creation?

In the context of the prize co-creation will mean that participating solutions must be developed in partnership with older adults through comprehensive consultation and user testing. There must be evidence of how feedback from that testing is used to drive improvements to the products and new iterations.

11. Who decides on the prize winners and how many prizes will be awarded?

We are bringing together a high-profile panel of judges, whose combined expertise will cover: technology, innovation, product development, business planning and insight into the issues older people encounter on a day to day basis.

The judges' decision will also be informed by reports from assessors to ensure that the finalists' ideas will potentially make a real difference to the lives of elderly people. Judges are expected to identify 15 semi-finalists to be invited to the Academy event in May in Brussels.

Three prizes will be awarded: a first prize of EUR 35,000, a second prize of EUR 10,000 and a judges' choice award of EUR 5,000.

12. What can the prize money be used for?

The prizes will be awarded in the form of a grant contract by the AAL Programme with agreed deliverables. The prizes will have to be used in order to finalise the solution proposed and to demonstrate to the funders its usefulness, usability and marketability.

The prizes must be used to further develop and market the winning applications.

13. Is there a guaranteed winner?

No, the distribution of the prizes will depend on performance against our criteria. We will only award the prize money if the Judges consider applications to have met or exceeded the challenge criteria. Please also read the Terms and Conditions.

14. What kind of support will be offered?

The 15 semi-finalists will receive a EUR 500 product/prototype development grant ahead of the Academy event in Brussels in May. Travel grants of up to EUR 500 will also be made available to teams to attend the Academy event and, if successful, the AAL Forum, so that participation in the prize does not come with financial cost.

Finalists will also benefit from non-financial support such as ongoing coaching during the semi-finalist stage to help develop their business model. The Academy event is an opportunity to refine the business proposition through workshops and coaching, as well as a chance to network with peers who could become partners and supporters.

15. What does the testing period comprise of?

The type of impact testing conducted with user groups will depend on the nature of the prototype. We would, however, recommend that the idea is constantly being tested by the entrant with a user group during development.

16. When will the winners be announced?

The winners will be announced at the AAL Forum in October 2018 (exact date to be confirmed). The winner will be awarded EUR 35,000 to further develop their solution, a second place solution will win EUR 10,000 and a judges' choice will win EUR 5,000.

17. Who is providing the funds for running the Smart Ageing Prize and why is the Competition restricted to certain countries?

The Smart Ageing Prize has been funded by the AAL Programme.

If you are still having difficulties finding an answer to your question, please let us know by contacting us at smartageing@nesta.org.uk.