

Silver is Gold: The first European Silver Economy Awards have announced its winners

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The **Silver Economy Awards**
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May 3, 2018 | Health Innovation Centre of Southern Denmark, Fraunhofer Institute Portugal and ProjectRay have been honoured as winners of the first edition of the European Silver Economy Awards.

On Thursday May 3, the first edition of the European Silver Economy Awards has celebrated its winners under the patronage of Mariya Gabriel, Commissioner for Digital Economy and Society, and Markku Markkula, First Vice-President of the Committee of the Regions. The ceremony took place at the Committee of the Regions in Brussels and has been designed as an event that brings together key speakers and innovators from both the public and private sector.

The first prize in the category Public Authorities has been awarded to the **Health Innovation Centre of Southern Denmark** (Denmark) for their Generic Telemedicine Platform. The **Fraunhofer Institute Portugal** (Portugal) submitted a tool for fall prevention and detection (GoLive Solutions) and was the winning Non-for Profit Organisation. Introducing a smartphone solution (RAY solutions) for visually impaired people, **ProjectRay** (Israel) has won in the category For Profit Organisation.



The Silver Economy Awards have been launched to recognise and reward innovative ICT solutions from all sectors, to raise awareness of the potentials of this section of the economy and to bring together European stakeholders under a **common goal: supporting and improving the quality of life of older persons in society**. On behalf of



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727625.

Commissioner Gabriel, Cabinet Member Manuel Mateo Goyet described the first Silver Economy Awards as representing a “milestone on our way towards becoming a truly age-friendly Europe”, and promoted the ceremony as “a unique occasion to send a very positive message on how we see the future of ageing” showing “the true value of collaboration in Europe”.

Celebrating the nine finalists and their dedication to making Europe an age-friendlier place, Markku Markkula, host and moral patron of the Silver Economy Awards, declares his acknowledgement: “I want them in my region”. More than 95 applications coming from 22 countries have been submitted for consideration in three awards categories referring to the type of organisation. Over 40 Silver Economy experts were involved in the three-staged evaluation process to determine Winner, Second and Third.

For more details on the winner entries and an overview of the final ranking of the first European Silver Economy Awards 2018 edition please visit www.silvereconomyawards.eu/sea/2017/awards#Winners.

MORE INFORMATION:

Visit our website: www.silvereconomyawards.eu

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HOW CAN SILVER ECONOMY CONTRIBUTE TO SOCIETY?



[HTTP://SILVERECONOMYAWARDS.EU/](http://silvereconomyawards.eu/)

WHAT IS SILVER ECONOMY?

The Silver Economy is the section of our economy related to older people. It includes all economic activities that concern their needs. This includes health and well-being, leisure and tourism, housing and mobility, consumer goods and services, education, employment and finance.



WHO CAN CONTRIBUTE?

Everyone can take part in the Silver Economy. All you need to do is identify with older persons challenges they face everyday and develop together a solution that will improve their daily lives. Take up the co-creation challenge!

WHAT IMPACT ON THE ECONOMY?

Older persons are increasingly shaping economies, as they represent a growing segment of our population. According to Technopolis Study (2017), the total Silver Economy consumption will grow by 5% yearly to 5.7 trillion by 2025. Finally, "Olderpreneurs" will be serious economic actors to take into account in our future economy.

WHO BENEFITS FROM IT?

If older people are the first intended beneficiaries, let's not forget that Silver Economy creates jobs, supports family carers, health and social care professionals in their daily practice and much more. Moreover, the Silver Economy is an enabler to deploy Age-Friendly Environments across Europe.

OUR STRATEGY?

With the European Silver Economy Awards, we aim at celebrating innovative ICT related products and services that helps to improve the quality of life of older persons and their carers and to shape Age-Friendly Environments across Europe.

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