

## SilverStar Challenge is ON!

03.2021, Global

As in the halftime of the project we have been getting closer to what's really interesting. Followed by the research conclusions, the needs of the elderly were checked and described. Now, the project partners gets their strengths down to where the magic happens - the competition. The call opens in April, all regions are starting off the application process hoping to find as many interesting solutions and innovators as possible. All 6 regions kick-started the open invitation calls, designed for companies and private individuals or groups either among the local or international range. Slowly but surely, there are going to be some extremely interesting ideas and products created, developed or supported within the SilverStar Challenge. There is only one aim on the horizon - SMART innovations for the elderly. Anyone can get there, but only some will have a chance to work on transnational level, take part in the ever-growing network - SilverStar Platform. Only some would receive the support of academia, research and development centers, and get a chance to promote their piece of technology. We are waiting for you - and it doesn't matter if you're an SME company with the product already developed, the rules-breaking start-up or fresh-sighted innovator - please apply and get help us create the change! Deadline is May 12, 23:59 CET.

If you think you fit, just contact us and join the Challenge!

*click the "more" button for the application form download*



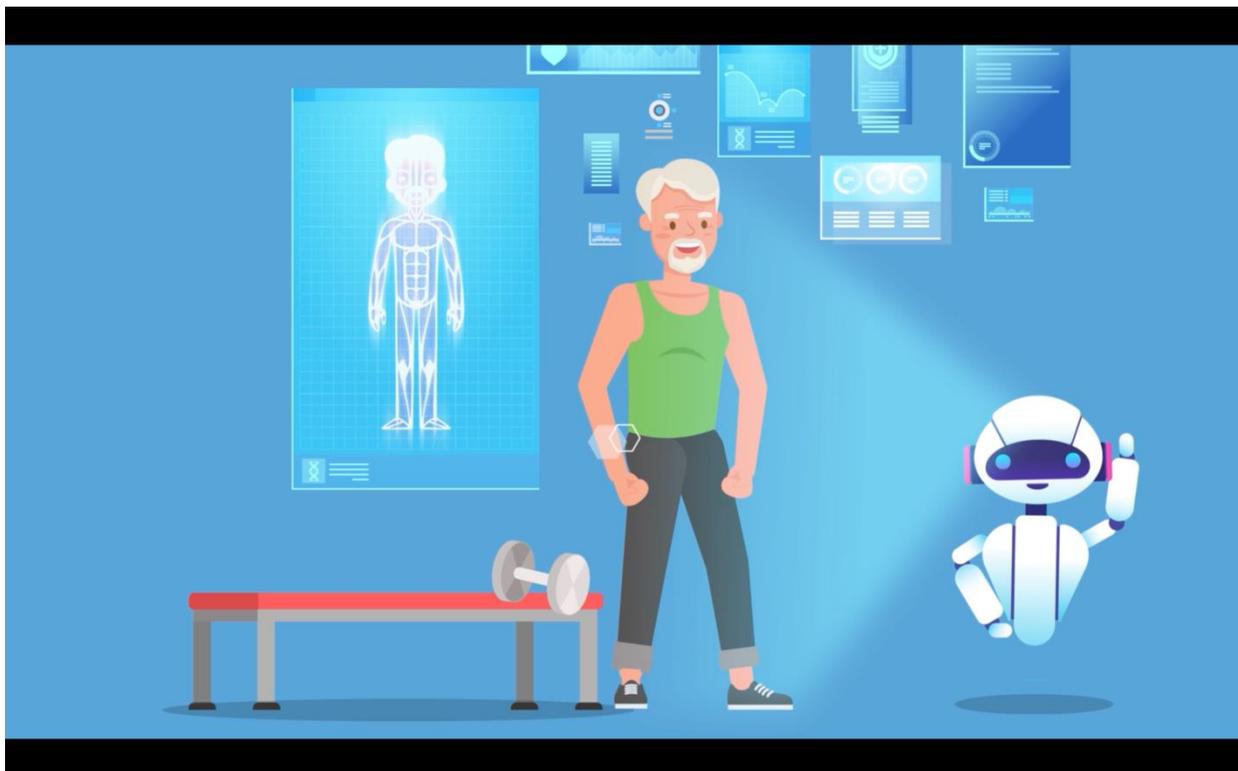
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## Keeping an ear to the ground: what's up with that promotion?!

03.2021, Poland

The call itself is the core assumption of the I-CARE-SMART project, but no real action can be done without the proper promotion. This being said, we can now reveal we have been working on the promotional videos since the beginning of 2021. We have prepared 2 unique videos, having our I-CARE-SMART personas created, 6 languages covered, including audio description and subtitles - everything to raise accessibility among the senior group willing to watch it. One video promotes the I-CARE-SMART project, while the second one is mainly focused on the SilverStar Challenge and the Platform. The videos are going to be soon online. Make sure to visit our Facebook to see them both. Below the screenshot from the video - for the sake of your curiosity.



As Covid pandemic doesn't let go, we have decided to go fully online as long as a regular contact in person is not possible, and still not to be probable. We are presenting you our leaflet project. You may find that online among our accountable list of partners, as the common-for-all promotional campaign component within the project partners.



### How to apply?

**STEP 1:**  
Visit [www.silverstar-platform.eu](http://www.silverstar-platform.eu) where you can find the SilverStar challenge.

**STEP 2:**  
The Challenge includes the transnational call and 6 different region-specific calls

**STEP 3:**  
Choose a region and the call you want to participate in (transnational or regional)

**STEP 4:**  
Download the corresponding application form (Please be aware that the regional application forms may vary from the transnational ones)

**STEP 5:**  
Fill in all sections and submit your application by uploading to the given regional submission area by 12 May 23:59 CET



Logos of participating partners:

- ÚJBUDA MEGYELET 1792
- region łódzkie
- UM MEDICAL UNIVERSITY OF LODZ
- SPEKTRA
- GRAZ REALITA GEBORSTELLUNG
- GRAZ GEBIATISCHE GESUNDHEITZENTREN
- SiLife
- TUKE
- Sociální služby Praha 9, z.ú.
- nwa
- VICARIA INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

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# SilverStar Platform is active and operates!

02.2021, Italy

Using the opportunity to share news and revelations with you, dear audience, we would like to present you our newly built platform - the SilverStar Platform. This is soon to be a virtual tool, used as a part of hybrid ecosystem for innovation and networking purposes, as well as good practices and information sharing platform. It's open for business, students, innovators and seniors' representatives. Organisations within the project will have access to toolboxes and analysis of the silver economy sector, and we want it to be your data center and market research go-to when thinking of entering the business of innovations in the elderly care.



**The SilverStar platform is designed to support co-creation**

The SilverStar platform is designed to facilitate collaboration to integrate the **creativity** and **experience** of the fast growing "silver generation" in the innovation-process of new products and services designed specifically for them.



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## New year, new opportunities - HTH Challenge in Graz.

01.2020 Graz, Austria

In January 2021 City of Graz and Nowa had the opportunity to be part of the HTH Challenge and look for ideas that strengthen a self-determined life in old age. After an exciting pitch with 8 companies, the partners, together with experts and the senior advisory board, decided on the two companies Darwin Biomedical - sensor based walking aid Sprout and Retrobrain - therapeutic games *Memorebox*. The companies have won a co-creation pilot, and the chance to involve the target group of senior citizens and other experts even more in the further development of their products. Tailor-made products or services require the participation of users in the innovation process, which gives them the opportunity to contribute experiences and ideas and to change products themselves. This gives companies a market advantage because people are more willing to pay for a product or service that meets their personal needs (cf. Schuurmann et al 2015). And for seniors, co-creation is an opportunity to get recognition for their experiences and their extensive knowledge and to find spaces for creative thinking in the group.



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## Project Partners



## CONTACT US

I - CARE - SMART  
[www.interreg-central.eu/I-CARE-SMART](http://www.interreg-central.eu/I-CARE-SMART)

## FOLLOW US ON SOCIAL MEDIA

 [www.facebook.com/icare.smart.ue](http://www.facebook.com/icare.smart.ue)

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## ABOUT US

This transnational cooperation project is funded by Interreg CENTRAL EUROPE Programme funded under the European Regional Development Fund.

I-CARE-SMART aims to bring innovation closer to senior citizens by introducing innovative products and services with the active involvement of users and boost the silver economy.



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