



Smart Ageing Challenge Prize FAQ

This document contains a collection of the answers to the most common questions about the Smart Ageing Challenge 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, students, engineers, designers, technology professionals who are particularly keen to empower older people through the possibilities of the Internet of Things.

2. Can I submit more than one idea?

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

3. I have entered my idea into another competition; can I submit the same idea to this competition?

Yes you can enter your idea even if you have submitted it to another competition. Please make sure you provide relevant and specific answers to the entry questions for this competition. The other competitions may have rules about you entering your idea in more than one competition. It is your responsibility to check this before you enter this competition.

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

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

5. What kind of ideas are you looking for?

We are looking for Internet of Things based solutions that address the needs, wishes and aspirations of older adults across Europe.

AAL is seeking innovations in internet connected devices and technologies (Internet of Things) that will empower older adults to achieve the quality of life they aspire to, socially and independently.

The innovation should present a business opportunity which improves connectivity between older adults, devices and technologies related to any aspect of their life (e.g., home, social, work, study, transport or services). Innovations must involve older adults in the development and testing of the technology.

6. Why is AAL running the Smart Ageing Challenge 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 internet connected technologies that address older people's wellbeing, needs and aspirations.
2. Mobilise new talent such as older people, students, engineers, designers, technology professionals to tackle the challenge of smart 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 Internet of Things technology solutions for older people.

7. What stage of development do you expect the submitted ideas to be?

The entrant should have a working example of their idea or be able to develop one by July 2016 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.

8. What do you mean by Internet of Things?

IoT - Internet of Things is a dynamic global infrastructure for the information society, with self-configuring capabilities, enabling advanced services by interconnecting people, physical and virtual things based on existing and evolving interoperable ICT. These things will have the capability of directly interacting with each other and exchange information. IoT has the potential to generate benefits for the ageing population, and society in general.

9. What is the difference between Internet of Things and the traditional Internet?

There is a clear distinction between traditional internet based technologies and IoT. The traditional Internet is based on physical links between websites and Internet of Things is based on the network of physical objects that are able to collect and exchange data.

A useful comparison of the Traditional Internet and IoT is available [here](#).

10. How do you define older people?

Citizens of the age of 65 years and older.

11. What do you mean by co-creation?

In the context of the prize co-creation will mean that participating solutions must be produced by a team that includes older adults and will be developed in partnership with older adults through comprehensive consultation and user testing.



12. Who decides on the prize winner 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 elderly 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 finalists to be invited to the academy event in July in Brussels. Only one prize (50.000€) will be awarded.

13. What can the Prize be used for?

The prize will be awarded in the form of a grant contract by the AAL programme with agreed deliverables. The prize will have to be used in order to finalise the solution proposed and to demonstrate to the funders its usefulness, usability and marketability. The prize must be used to further develop and market the winning entry.

14. Is there a guaranteed winner?

No, the distribution of the prize fund will depend on performance against our criteria. We will only award the prize money if the Judges consider an entry or entries to have met or exceeded the challenge criteria. Please also read the [Terms and Conditions](#).

15. What kind of support will be offered?

The 15 Finalists will receive EUR 500 to help develop their prototype, ahead of the Academy event in Brussels in July, as well as EUR 500 towards their travel and accommodation to participate (up to 2 individuals per finalist team).

Finalists will also benefit from non-financial support such as coaching to help develop their business model.

16. 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.

17. When will the winner be announced?

The winner will be announced at the AAL Forum on the 26th-28th September 2016 in Switzerland. The winner will be awarded EUR 50,000 to further develop their idea.

18. 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. As a result the funds need to be allocated within the AAL network country members.



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