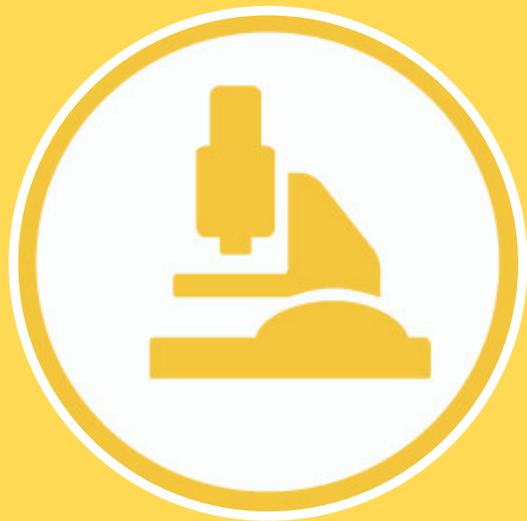


# SILVERSTAR CHALLENGE

LOOKING FOR YOUR IDEAS



## ARE YOU READY FOR A CHALLENGE

A unique co-creation process bringing businesses together with public authorities, scientific institutes, and members of the growing group of "silver agers" to create new products and services for elderly care in a quadruple helix approach.

The Challenge has been designed according to the needs of I-CARE-SMART regions in terms of innovative solutions for the benefit of older adults.

## WHO ARE WE LOOKING FOR?

Organisations companies, students, start-ups, young researchers, etc. who have an innovative SMART solutions for elderly issues at least at an early stage of technology readiness level.



### SELECTION CRITERIA

- Well-defined SMART solution for elderly.
- Fit with SilverStar Challenge strategic objectives.
- Novelty and feasibility of the approach.

### APPLICATION PERIOD: 31 MARCH – 12 MAY 23:59 CET

Companies and Individuals are invited to apply:

- for the transnational challenge
- for one of the six region-specific challenges

ON-LINE APPLICATION AT  
[WWW.SILVERSTAR-PLATFORM.EU](http://WWW.SILVERSTAR-PLATFORM.EU)

**Interreg**  
CENTRAL EUROPE



**I-CARE-SMART**

European Union  
European Regional  
Development Fund

# SILVERSTAR CHALLENGE



## BE PART OF A UNIQUE CO-CREATION PROCESS

Understanding relevant regional contexts and end-user needs, learning about competing solutions, and opening doors towards foreign markets can be only achieved through transnational cooperation.



## MINIMUM 10 SMART SOLUTIONS WILL BE SELECTED!

### HOW TO APPLY?

#### ON-LINE APPLICATION

##### STEP 1:

Visit [www.silverstar-platform.eu](http://www.silverstar-platform.eu) where you can find 6 regional subpages.

##### STEP 2:

Each subpage includes the same transnational and the different region-specific calls

##### STEP 3:

Choose a region and a call you want to participate (transnational or regional)

##### STEP 4:

Download the corresponding application form (Please be aware that the regional application forms might be different)

##### STEP 5:

Fill in all sections and submit your application by uploading to the given regional subpage by 12 May 23:59 CET



# SILVERSTAR CHALLENGE

**APPLICATION PERIOD: 31 MARCH – 12 MAY 2021**

**12 MAY**

SUBMISSION DEADLINE FOR APPLICATION

**12-21 MAY**

EVALUATION OF APPLICATIONS

**24-25 MAY**

INFORMING SELECTED AND REJECTED APPLICANTS

**26 MAY**

ANNOUNCEMENT OF SELECTED PARTICIPANTS

**JUNE – SEPTEMBER**

SERIES OF CO-CREATION SESSIONS WITH SELECTED PARTICIPANTS

The submitted applications must be in line with the diagnosed needs of seniors and challenges identified by each international partner organisation responsible for the regional SilverStar Call.

- **TRANSNATIONAL CALL**
- **Austria - City of Graz**
- **Italy - Regione Liguria**
- **Poland - Lodzkie Region**
- **Hungary - Municipality of Ujbuda**
- **Slovakia - Kosice Region**
- **Czech Republic - Prague**

## SOCIAL MEDIA



<http://silverstar-platform.eu>

<https://www.interreg-central.eu/Content.Node/I-CARE-SMART.html>