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Press release

AAL Programme launches the 2nd Smart Ageing Prize to support older people to participate fully in social life

Brussels - The AAL Programme, in collaboration with Nesta's Challenge Prize Centre, is launching today, 15 November 2017, the 2nd edition of the Smart Ageing Prize. The Smart Ageing Prize is a competition that aims to identify the most promising solutions in Europe using ICT for active ageing and its main theme, this year, is *'products and services that use innovative digital technologies to support older people to participate fully in social life'*.

The prize process supports selected applications to develop their business through small financial incentives and mentoring, and the winners will be awarded with a prize totaling €50,000 (a first prize of EUR 35,000, a second prize of EUR 10,000 and a judges' choice award of EUR 5,000).

The deadline for submitting ideas is Friday March 30, 2018

This second Smart Ageing Prize is looking for innovative and inspiring products and services using digital technologies that facilitate real world interactions to engage older people in social and stimulating activities, promoting active and connected ageing.

Evidence from global research suggests that supporting older people to participate fully in social life will help them remain active and healthy for longer into later life. At the same time, reducing social isolation requires meaningful engagements and social experiences. A key value proposition of ICT is its ability to connect people and communities. Digital technologies can therefore act as a broker for stimulating social experiences that improve wellbeing. That is why digital innovation to meet older people's requirements and wishes is at the heart of this challenge prize.

After the deadline on Friday 30 March 2018, assessment by judging panels will follow and 15 semi-finalists will be selected to receive further support. Applicants must have a working prototype, or be able to produce one for demonstration at the mentoring academy in May 2018. The solution should be presented as a viable business opportunity by the time the challenge prize is awarded in October 2018 and should be aiming to win its first paying customers within 12-18 months. Solutions should be able to deliver a measurable improvement in the number of older adults participating in social activities.



The Challenge Prize will not award solutions such as medical devices or those that focus solely on health and care needs.

The competition is open to individuals, groups and organizations 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.

Application

To apply for the prize and find out further information, visit aal.challenges.org.

For more info about the programme: www.aal-europe.eu

Twitter: [@AALProgramme](https://twitter.com/AALProgramme)

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