

**Active & Assisted Living Programme**

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**Press release**

**AAL Programme is searching for projects and services that empower  
entrepreneurship among senior citizens  
in the Smart Ageing Prize 2020**

- AAL Programme (Active Assisted Living Programme) launches the third edition of The Smart Ageing Prize 2020.
- The Smart Ageing Prize aims to reward projects that offer the most promising solutions in Europe using ICT for active ageing as its main theme.
- This year, the AAL Programme will give a 50,000 euros reward to the best projects related to SENIOR ENTERPRISE: Enabling all ages to thrive through Enterprise.
- Smart Ageing Prize bestows additional benefits on the participating projects: European-wide exposure, promotion of the project through the AAL Programme's channels, and the opportunity to participate in initiatives, workshops, events organized in the framework of the AAL2Business Support Action, as well as the chance to be mentored by a panel of experts.

**[Brussels, November 11, 2019]**

The AAL Programme launches the third edition of the Challenge Prize called Smart Ageing Prize.

This award rewards start-ups which are in the incubator phase of development and whose product or service revolves around the topic proposed by the AAL Programme.



## Active & Assisted Living Programme

According to **Marco Carulli**, Programme Operations Manager of the Active & Assisted Living Programme ***“We are looking for solutions that support, empower and inspire older adults to engage in entrepreneurship, for example, through the creation of intergenerational teams and skills-sharing, or digital solutions to help bring to life the entrepreneurial ideas and energy of the 60+ age group. The goal – he continues - is to involve older adults in staying active after their retirement or along their lifecycle and using their skills for business”***

### Eligibility of the Smart Ageing Prize

This prize is open to individuals, groups and organisations located in the “EU 28” countries plus Canada, Taiwan and the member countries of Horizon 2020.

The potential participants can be different start-ups developing solutions for older working adults, end-user organisations, small firms and NGOs as well as research organisations, groups of researchers or public organisations.

In statements to the press **Marco Carulli** added, ***“Therefore, one could say that the main audience can be adults themselves, as well as organisations, SMEs or teams of researchers, who work with including older adults through tech solutions and entrepreneurship”.***

After the deadline on Wednesday February 26th, 2020 at 17:00 CET 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 August 2020.

### Prizes

The prize pot would be split into 3 awards: 35,000 EUR for the first place, 10,000 EUR for the first runner up, and 5,000 EUR for the second runner up.

The solution should be presented as a viable business opportunity by the time the challenge prize is awarded in September 2020 and should be aiming to win its first paying customers within 12-18 months.

The winner and the two finalists will be selected during the **AAL FORUM 2020** which will take place in October 26-28, 2020 in Nice, France.



## Active & Assisted Living Programme

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### For more information:

1. Official Smart Ageing Prize Website: <https://aal.challenges.org/>
2. AAL PROGRAMME: <http://www.aal-europe.eu/>
3. AAL PROGRAMME TWITTER: [@AALProgramme](https://twitter.com/AALProgramme)
4. Official Hashtag is #smartageingprize
5. Media Kit: Attached

### **General Information on the AAL Programme**

The Ambient Assisted Living Association (AALA) was founded in September 2007 to manage the AAL Programme with a decision by the European Parliament and the EU Council co-fund it with 150 Million € from PF7 during 2008-2013. The programme went in its second phase from 2014-2020 under the name Active and Assisted Living (AAL) Programme with 175 Million € of EU co-funding from Horizon 2020.

It currently consists of 19 AAL Partner States, also including Israel and Canada from outside Europe.

The AAL Programme leverages additional public and private investment. Among AAL project partners are SMEs, larger enterprises, end-user organisations, universities and research and technology development (RTD) organisations.

AAL solutions are a combination of ICT based products and/or services that are bundled to deliver real solutions for enhancing the quality of life of older people.