



EMPOWERING EXPERTISE.

Call for Innovation in AgeTech

Age Innovation Prize 2025

Calling all tech-savvy entrepreneurs and innovative thinkers!

Demographic change is advancing and there is an urgent need for innovative products and ideas that enable older adults to live independently and to maintain their health and well-being, while also remaining socially included.

From wearable devices that monitor health and well-being to smart home systems that assist with daily activities and digital services that support social inclusion, there are huge growth opportunities in the fields of technology and ageing – and this is where we are on the look-out for innovative and passionate thinkers.

Do you have an idea for an AgeTech innovation with the potential to make a real difference in the lives of older people and promote their **independence, social inclusion, quality of life, or health**? Help us in our mission to create a better future for senior citizens.

Submit your ideas [here](#) until March 16!

Who are we?

The **AGE-INT programme** offers supportive structures and opportunities for dealing with demographic challenges and sharing international expertise on life in old age. The cluster **«Technologies for People in Old Age»** generates added value through our expertise in assistive technologies for people in later life. In addition to research content, we use various instruments to promote innovation, share knowledge and expertise with the public. As a Switzerland-wide competition, the **Age Innovation Prize** promotes innovative technological ideas that address the challenges of age(ing).

Organisation by the **Institute for Ageing Research IAF** of the Eastern Switzerland University of Applied Sciences in collaboration with:



Selection criteria

The jury will select three winning projects based on the following criteria:

- Relevance and Impact
- Innovativeness and Uniqueness
- Feasibility and Viability
- User-Centric Design

More detailed information on the individual selection criteria can be found in the [FAQ document](#).

Selection procedure and admission criteria

The period for submitting proposals is from **27 January to 16 March 2025**. To be eligible, the submitted innovation project must meet these conditions:

- It must be submitted in full and on time in English;
- It must be a Swiss innovation project (project idea, start-up, or product);
- It must deal with a technological innovation that targets the «old age» phase of life (60+);
- It must address at least one urgent age-related need, e.g., in the areas of independence, social inclusion, quality of life, or health.

The approved innovation projects will be submitted to the jury for judging after a general content check of the eligibility criteria. A selected shortlist will have the opportunity to pitch in front of the jury.

The jury is made up of members of the AGE-INT programme, people from industry (EY, IBM Switzerland, SBB, Swisscom), the public sector (City of Zurich, Center for Gerontology of the University of Zurich, Eastern Switzerland University of Applied Sciences, University of Geneva, University of Applied Sciences and Arts of Southern Switzerland) and the innovation sector (Margerite the AgeTech Consulting Company and Switzerland Innovation Park Ost).

More information on how to register and the entire procedure can be found in the [FAQ document](#).

Awards and schedule

The three best innovation projects will be awarded these prizes:

- A **consultancy voucher** from [Margerite the AgeTech Consulting Company](#) (equivalent to CHF 3500). This can be redeemed in the form of a product review or a compressed design sprint workshop;
- A **strategy voucher** from [EY Switzerland](#) (equivalent to CHF 5000). This can be redeemed in the form of a strategy service – as coaching or a workshop at EY;
- A **collaboration voucher** from the [Institute for Ageing Research IAF](#) (equivalent to CHF 4000). This can be redeemed in the form of a (co-creation) workshop with the target age group/stakeholders, or a joint proposal;
- **Professionally produced video** for each innovation project sponsored by the [Institute for Ageing Research IAF](#);
- **Presentation and networking opportunities** at public award ceremonies as part of the [Swiss AgeTech Conference](#) in Zurich.



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