

# Frequently Asked Questions (FAQ)

## Registration and procedure

Applications are submitted online via our [registration page](#) (in English). On this page, you will be asked to enter your personal details and select the desired innovation field. You will then be asked to answer specific questions about your innovation project (idea, prototype or product). An additional document can also be uploaded.

Registration for the Age Innovation Prize 2023 is free of charge.

After the submission deadline, the participants will be notified once their application for participation has been received and the further steps will be explained. The jury will not provide reasons for their decisions on submissions that are not admitted or not awarded a prize. The judges' decision is final and recourse to the courts is not permitted.

At the end of August/beginning of September, the innovation projects nominated for the shortlist will be offered an opportunity to present to the jury, if possible/required. The presentation will take place on site in Zurich with remote option.

The jury comprises members of the AGE-INT programme, people from industry (EY, IBM Switzerland, SBB), the public sector (City of Zurich, Center for Gerontology of the University of Zurich, Eastern Switzerland University of Applied Sciences, University of Geneva, SUPSI) and the innovation sector (Switzerland Innovation Park Ost).

### Application period

The application period begins on 15 May and ends on 16 July 2023, at 23:59.

### Timetable 2023

- **15 May:** Start of our Call for innovation projects
- **15 May–16 July:** Period for submission of innovation projects
- **16 July at 23:59:** Submission deadline
- **Mid-September:** Final selection and written announcement of the three best innovation projects
- **8 November:** Public award ceremony for the three best innovation projects

### Award ceremony

The award ceremony will take place on 8 November 2023 at the Innovation Park in St.Gallen as part of the «Innovate. Köpfe – Ideen – Lösungen» series of events.

### Details on the prizes

The prizes mentioned will be valid for a period of 12 months from the date of the award. The individual prizes are as follows:

### Consulting package

The [Switzerland Innovation Park Ost](#) supports each of the three winning projects with a consulting package. The top-rated winning project will receive a consulting package of 20 hours (equivalent to CHF 3500) or, alternatively, prize money of CHF 1000 in cash. The other two winning projects will each receive a consultancy package of 10 hours (equivalent to CHF 1750) or, alternatively, prize money of CHF 500 in cash.

### Cash prize

[EY Switzerland](#) supports the best-rated winning project with prize money of CHF 5000.

### Co-creation workshop

The [IAF Institute for Ageing Research](#) offers each of the three winning projects the organisation and realisation of a co-creation workshop with the target age group. The scope includes preparation (including the recruitment of participants), execution, facilitation, evaluation, and documentation of the workshop. The workshop will take place on the premises of the Eastern Switzerland University of Applied Sciences in St.Gallen, and will be facilitated by two experienced academic staff members. The prize corresponds to an equivalent value of CHF 7500.

### Presentation opportunities

Depending on availability and suitability, all three winning projects will be offered opportunities to present their innovation project at events, e.g. at the nationwide [AGE-INT roadshow](#) for the target age group. The winning teams will be notified about the planned events of the AGE-INT programme in due course.

### Network

The three winning projects will be granted access to the AGE-INT

**IAF** | Institute for  
Ageing Research

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network, the network of sponsors and the partners from the jury, if possible and available. In particular, opportunities for exchange within the context of the planned events should be leveraged.

## Application requirements

### General requirements

The deadlines mentioned under application period must be observed. The application must be submitted entirely in English.

Only Swiss innovation projects (CH nationality or CH place of work of at least one person significantly involved in the submitted innovation project) will be considered for this Call.

The innovation projects must deal with a technological innovation that targets the «old age» phase of life, i.e., people in the 60+ age group.

### Innovation field

The innovation project (idea, prototype or product) must address an urgent age-related problem in the areas of (1) independence and independent living or (2) health and quality of life. Applicants explain in their documents how their innovation project addresses the selected area.

### Selection criteria for the jury

The application must consider all eight selection criteria and describe how the submitted innovation project already fulfils them or intends to fulfil them in the future:

1. **Relevance** (need fulfilment): Does the innovation project address a specific need or challenge faced by older people in the areas of health, autonomy, and independence thanks to the use of technology?
2. **Ease of use**: Does the innovation project ensure ease of use, user-friendliness, and is it intuitive to use for older people with varying degrees of technical knowledge and physical abilities (e.g., thanks to a participatory approach)?
3. **Effectiveness**: Does the innovation project demonstrably improve health, promote independence, or increase the quality of life of older people?
4. **Scalability**: Can the innovation project be easily scaled and applied to different environments

such as private homes, residential homes, healthcare facilities and communities?

5. **Cost-effectiveness**: Is the innovation project cost-effective and affordable for older people and their families or for institutions?
6. **Innovativeness**: Does the innovation project represent a significant advance in technological development or an innovative solution to a common challenge faced by older people?
7. **Sustainability** (chances of success in the market): Is the innovation project based on a viable business model and does it have the potential for long-term success and growth?
8. **Ethics**: Does the innovation project meet ethical requirements (e.g., no stigmatisation, transparent use of data)?

The ninth selection criterion for the group of the «very old» is optional and should be understood as a bonus; it can, but does not have to be addressed:

9. **Bonus**: Does the innovation project take into account the group of the «very old», i.e., people in the 80+ age group?

### Scope of the application documents

Applications will only be accepted via the official form on the [registration page](#) (in English). No other applications will be considered. The application is in two parts:

1. A fully completed form on the registration page and
2. The supplementary «pitch deck» document.

The selected field of innovation and the selection criteria are explicitly requested in the form on the registration page. In addition to these answers, the innovation project is to be presented as briefly and concisely as possible in a pitch deck. No more than five A4 pages and 7,500 characters (with spaces) may be used for this purpose. The document should include the following points:

- Cover sheet (e.g., name of the innovation project, contact details, introduction of team / founders)
- Initial situation and solution (e.g., problem definition, research object, hypothesis, need, working methodology and procedure)
- Presentation of the idea, prototype, product (e.g., features, added value, impact, development maturity, milestones, market launch)

In the «pitch deck», the selected area of innovation and the selection criteria may be taken up again, or further explored in addition to these points.

The pitch deck can be created as a PowerPoint or Word document, for example. The final version of the document should be submitted directly as a PDF (or in the original format either as PowerPoint or Word) via the form using document upload.

### General terms & conditions

All deadlines and dates mentioned are mandatory.

For reasons of force majeure (namely events or actions beyond the control of the Age Innovation Prize), the Call may be cancelled or carried out in another form.

Events and programmes as well as exchanges with the network will be initiated as and when possible - they are not part of the guaranteed basic services for the nominees. No travel or transport costs will be reimbursed.

### Marketing and communication

The costs of official communication and marketing measures and any other activities such as events and supporting programmes will be borne by the Age Innovation Prize and the participating parties. An image for the winning projects of the Age Innovation Prize 2023 is provided by the IAF. This image is not a trademarked logo.

### Intellectual property

The rights to use all submitted innovation projects (idea, prototype, product) are transferred to the Age Innovation Prize for all communicative measures free of charge.