

Call for Innovation in AgeTech

Age Innovation Prize 2024

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 integrated.

From wearable devices that monitor health and well-being to smart home systems that assist with daily activities, 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 developers.

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 integration, quality of life, or health**? Help us in our mission to create a better future for senior citizens.

Submit your ideas [here](#) until **June 30!**

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 the 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 **6 May to 30 June 2024**. 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 an urgent age-related need, e.g., in the areas of independence, social integration, 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), 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 (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:

- An **innovation voucher** from [Switzerland Innovation Park Ost](#) (equivalent to CHF 2625). This can be redeemed in the form of a consulting package, a workshop or a presence/presentation at an event of the Switzerland Innovation Park Ost;
- 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 of Ageing Research IAF](#) (equivalent to CHF 7500). 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;
- Presentation and networking opportunities (e.g., at public award ceremony, or at nationwide [roadshow](#) for the target age group).



Contact



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