

## 1. Identification

### Call

C1

### Date of submission

26/04/2022

### 1.1. Full name of the project

Market resilience to aging society challenges - silver potential of products and services

89 / 250 characters

### 1.2. Short name of the project

SilverWin

9 / 20 characters

### 1.3. Programme priority

1. Innovative societies

### 1.4. Programme objective

1.1 Resilient economies and communities

### 1.6. Project duration

<b>Contracting start</b>	22/09/2022	<b>Contracting end</b>	31/12/2022
<b>Implementation start</b>	01/01/2023	<b>Implementation end</b>	31/12/2025
		<b>Duration of implementation phase (months)</b>	36
<b>Closure start</b>	01/01/2026	<b>Closure end</b>	31/03/2026

### 1.7. Project summary

Currently, 19% of the EU population is over the age of 65. Currently, the 60+ cohort represents 28% of Europe's \$13 trillion total spending power. By 2030, this will increase to a third of Europe's \$16 trillion spending power. While much of this is the result of demographic change, the growth in spending power is outpacing the number of people growth of this cohort. Companies and organizations in Europe would do well to address the needs of the growing Silver Economy, a group who are expected in both short and long-term to hold a significant portion of the continent's consumption power. However, research shows that the majority of businesses do not see an aging society as a key market player yet. It is also only few companies see the need to prepare a business development strategy to meet the challenges of an aging society. In order to develop new products and services (or adapt existing ones) to a silver part of society, it is important to assess the expected impact of the silver economy (by field of activity, specifics of activity, geographical aspects, sector development forecasts, etc.) for a particular sector. Such an assessment would allow companies to prepare business development strategies depending on the extent to which the market for their product will be affected by trends in an aging society. It is also important to be able to self-assess the suitability of the developed / improved service / product for the customer of the silver economy.

1,481 / 1,500 characters

### 1.8. Summary of the partnership

Project Consortium consists of 7 partners from 6 BSR regions (2 from innovation leader performing regions, 2 from strong innovation performing regions and 3 from moderate innovation performing regions) which are united in order to: 1) identify challenges and the needs; 2) to produce and deliver the necessary data and input; 3) to develop, test, pilot and disseminate outputs; 4) to cooperate efficiently in a transnational cooperation process. The Consortium is based upon triple-helix approach, meaning that partnership gathers organizations representing three types of target groups.

Consortium formally involves 2 public universities engaged as research sector representatives and 5 business support organizations engaged as business sector representatives. These partners, uniting various stakeholders (start-ups, SMEs, universities, municipalities, local and public authorities) bring wide access to all target groups representatives and final beneficiaries. This will ensure effective piloting, testing, evaluation and dissemination activities in all partners regions. Third sector representatives - public authorities- are not formally included into partnership but they are represented by PP2- North Denmark EU-Office, which is operated by North Denmark regions' municipalities and in this way is able to involve representatives from this sector into project activities.

WP1 leader is Tampere University of Applied science - a research institution gathering strong expertise and knowledge in methodology development.

PP4 -Institute of Mathematics and Computer Science, University of Latvia is responsible for building IT online tool structure.

WP2 is led by PP6 Hanse-Parliament - responsible for piloting and evaluation solutions.

WP3 is led by PP1- Lithuanian Innovation Centre - responsible for transferring solutions.

Other business support organizations - PP5 Tartu Science park and PP7 Connect Latvia - are responsible for tool testing, piloting, evaluation and transferring solution into their regions and providing support for all activities.

2,070 / 3,000 characters

### 1.11. Project Budget Summary

Financial resources [in EUR]		Preparation costs	Planned project budget
ERDF	ERDF co-financing	0.00	1,822,436.72
	Own contribution ERDF	0.00	455,609.18
	<b>ERDF budget</b>	0.00	2,278,045.90
NO	NO co-financing	0.00	0.00
	Own contribution NO	0.00	0.00
	<b>NO budget</b>	0.00	0.00
NDICI	NDICI co-financing	0.00	0.00
	Own contribution NDICI	0.00	0.00
	<b>NDICI budget</b>	0.00	0.00
RU	RU co-financing	0.00	0.00
	Own contribution RU	0.00	0.00
	<b>RU budget</b>	0.00	0.00
<b>TOTAL</b>	<b>Total Programme co-financing</b>	0.00	1,822,436.72
	<b>Total own contribution</b>	0.00	455,609.18
	<b>Total budget</b>	0.00	2,278,045.90

## 2. Partnership

### 2.1. Overview: Project Partnership

#### 2.1.1 Project Partners

No.	LP/PP	Organisation (English)	Organisation (Original)	Country	Type of partner	Legal status	Partner budget in the project	Active/inactive	
								Status	from
1	LP	Lithuanian Innovation Centre	VšĮ Lietuvos inovacijų centras	LT	Business support organisation	a)	314,832.00 €	Active	22/09/2022
2	PP	North Denmark EU Office	Foreningen NordDanmarks EU-Kontor	DK	Business support organisation	a)	496,110.00 €	Active	22/09/2022
3	PP	Tampere University of Applied Sciences Ltd	Tampereen ammattikorkeakoulu Oy	FI	Higher education and research institution	a)	359,204.00 €	Active	22/09/2022
4	PP	Institute of Mathematics and Computer Science, University of Latvia (IMCS UL)	Latvijas Universitātes Matemātikas un informātikas institūts (LUMII)	LV	Higher education and research institution	a)	289,559.90 €	Active	22/09/2022
5	PP	Tartu Science Park	Tartu Teaduspark	EE	Business support organisation	a)	284,924.00 €	Active	22/09/2022
6	PP	Hanse-Parlament e.V.	Hanse-Parlament e.V.	DE	Business support organisation	a)	383,416.00 €	Active	22/09/2022
7	PP	CONNECT Latvija	CONNECT Latvija	LV	Business support organisation	a)	150,000.00 €	Active	22/09/2022

#### 2.1.2 Associated Organisations

No associated organisations found

#### 2.2 Project Partner Details - Partner 1

LP/PP

Partner Status

Active from  Inactive from

#### Partner name:

Organisation in original language  30 / 250 characters

Organisation in English  28 / 250 characters

Department in original language  3 / 250 characters

Department in English  3 / 250 characters

#### Partner location and website:

Address  17 / 250 characters Country

Postal Code	<input type="text" value="LT-08412"/> <small>8 / 250 characters</small>	NUTS1 code	<input type="text" value="Lietuva"/>
Town	<input type="text" value="Vilnius"/> <small>7 / 250 characters</small>	NUTS2 code	<input type="text" value="Sostinės regionas"/>
Website	<input type="text" value="www.lic.lt"/> <small>10 / 100 characters</small>	NUTS3 code	<input type="text" value="Vilniaus apskritis"/>

**Partner ID:**

Organisation ID type	<input type="text" value="Legal person's code (Juridinio asmens kodas)"/>
Organisation ID	<input type="text" value="110066875"/>
VAT Number Format	<input type="text" value="LT + 9 digits"/>
VAT Number	<input checked="" type="checkbox"/> N/A <input type="text" value=""/> <small>0 / 50 characters</small>
PIC	<input type="text" value="999456476"/> <small>9 / 9 characters</small>

**Partner type:**

Legal status	<input type="text" value="a) Public"/>
Type of partner	<input type="text" value="Business support organisation"/> <input type="text" value="Chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc."/>
Sector (NACE)	<input type="text" value="70.22 - Business and other management consultancy activities"/>

**Partner financial data:**

Is your organisation entitled to recover VAT related to the EU funded project activities?	<input type="text" value="No"/>
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**Role of the partner organisation in this project:**

LIC is a Lead Partner (LP), which will work with partners teams and target groups to develop project goals and delegate tasks to the appropriate partner's teams. LP also will ensure communication with the MA/JS and submission of joint project reports and will be responsible for the overall communication of the project and its awareness at events and media. LIC will contribute to the development of the assessment tool methodology, will be responsible for testing a prototype and transferring this tool in LT. LIC will be responsible for advising LT companies on the implementation of the tool in companies and advising them on the development of new, innovative product services adapted to the needs of an aging society. LIC will coordinate the tool transferring project activities (WP3) and will be responsible for the training of the business consultant (A3.1).

870 / 1,000 characters**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

**2.2 Project Partner Details - Partner 2**

LP/PP	<input type="text" value="Project Partner"/>		
Partner Status	<input type="text" value="Active"/>		
Active from	<input type="text" value="22/09/2022"/>	Inactive from	<input type="text"/>

**Partner name:**

Organisation in original language	<input type="text" value="Foreningen NordDanmarks EU-Kontor"/> <small>33 / 250 characters</small>
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<b>Organisation in English</b>	<input type="text" value="North Denmark EU Office"/>	23 / 250 characters
<b>Department in original language</b>	<input type="text" value="N/a"/>	3 / 250 characters
<b>Department in English</b>	<input type="text" value="N/a"/>	3 / 250 characters

**Partner location and website:**

<b>Address</b>	<input type="text" value="Niels Jernes Vej 10"/>	19 / 250 characters	<b>Country</b>	<input type="text" value="Denmark"/>
<b>Postal Code</b>	<input type="text" value="DK-9220"/>	7 / 250 characters	<b>NUTS1 code</b>	<input type="text" value="Danmark"/>
<b>Town</b>	<input type="text" value="Aalborg Ø"/>	9 / 250 characters	<b>NUTS2 code</b>	<input type="text" value="Nordjylland"/>
<b>Website</b>	<input type="text" value="www.eusupport.dk"/>	16 / 100 characters	<b>NUTS3 code</b>	<input type="text" value="Nordjylland"/>

**Partner ID:**

<b>Organisation ID type</b>	<input type="text" value="Civil registration number (CPR)"/>		
<b>Organisation ID</b>	<input type="text" value="36274433"/>		
<b>VAT Number Format</b>	<input type="text" value="DK + 8 digits"/>		
<b>VAT Number</b>	<input type="checkbox"/> N/A	<input type="text" value="DK36 27 44 33"/>	13 / 50 characters
<b>PIC</b>	<input type="text" value="933150962"/>		9 / 9 characters

**Partner type:**

<b>Legal status</b>	<input type="text" value="a) Public"/>		
<b>Type of partner</b>	<input type="text" value="Business support organisation"/>	<input type="text" value="Chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc."/>	
<b>Sector (NACE)</b>	<input type="text" value="70.22 - Business and other management consultancy activities"/>		

**Partner financial data:**

**Is your organisation entitled to recover VAT related to the EU funded project activities?**

**Role of the partner organisation in this project:**

NorthDenmark EU-Office is an association owned and operated by the Region of North Denmark, its 11 associated municipalities and the Greenlandic Sermersooq municipality. The main goal is to achieve the development ambitions of North Denmark's municipalities, public institutions, companies and higher educational institutions by promoting activities that foster internationalization, growth, and employment. PP2 will be responsible for developing an assessment methodology to determine the impact of aging on the business sector, as well as organizing the international workshop for the partners and target groups' representatives (A1.1.). PP2 also will be responsible for the development, testing of a prototype, and transferring the assessment tool to the DK. In addition, PP2 will supports the achievement of the overall goals of the project in cooperation with the project partners.

889 / 1,000 characters

**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

### 2.2 Project Partner Details - Partner 3

<b>LP/PP</b>	<input type="text" value="Project Partner"/>		
<b>Partner Status</b>	<input type="text" value="Active"/>		
<b>Active from</b>	<input type="text" value="22/09/2022"/>	<b>Inactive from</b>	<input type="text"/>

#### Partner name:

<b>Organisation in original language</b>	<input type="text" value="Tampereen ammattikorkeakoulu Oy"/> <small>31 / 250 characters</small>		
<b>Organisation in English</b>	<input type="text" value="Tampere University of Applied Sciences Ltd"/> <small>42 / 250 characters</small>		
<b>Department in original language</b>	<input type="text" value="N/d"/> <small>3 / 250 characters</small>		
<b>Department in English</b>	<input type="text" value="N/d"/> <small>3 / 250 characters</small>		

#### Partner location and website:

<b>Address</b>	<input type="text" value="Kuntokatu 3"/> <small>11 / 250 characters</small>	<b>Country</b>	<input type="text" value="Finland"/>
<b>Postal Code</b>	<input type="text" value="33520"/> <small>5 / 250 characters</small>	<b>NUTS1 code</b>	<input type="text" value="Manner-Suomi"/>
<b>Town</b>	<input type="text" value="Tampere"/> <small>7 / 250 characters</small>	<b>NUTS2 code</b>	<input type="text" value="Länsi-Suomi"/>
<b>Website</b>	<input type="text" value="www.tuni.fi"/> <small>12 / 100 characters</small>	<b>NUTS3 code</b>	<input type="text" value="Pirkanmaa"/>

#### Partner ID:

<b>Organisation ID type</b>	<input type="text" value="Business Identity Code (Y-tunnus)"/>		
<b>Organisation ID</b>	<input type="text" value="1015428-1"/>		
<b>VAT Number Format</b>	<input type="text" value="FI + 8 digits"/>		
<b>VAT Number</b>	<input type="checkbox"/> N/A	<input type="text" value="FI10154281"/> <small>10 / 50 characters</small>	
<b>PIC</b>	<input type="text" value="986178728"/> <small>9 / 9 characters</small>		

#### Partner type:

<b>Legal status</b>	<input type="text" value="a) Public"/>		
<b>Type of partner</b>	<input type="text" value="Higher education and research instituti"/>	<input type="text" value="University faculty, college, research institution, RTD facility, research cluster, etc."/>	
<b>Sector (NACE)</b>	<input type="text" value="85.42 - Tertiary education"/>		

#### Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?

No

**Role of the partner organisation in this project:**

TAMK is the coordinator of the preparation of the assessment tool solution (WP1) and a leader of A1.2. Under these activities, a methodology will be developed to assess the relevance of existing, developed or improved products and services to the needs of an aging society. The development work utilizes workshop working, service design, and TAMK's regional higher education networks. This methodology will allow the tool's framework to be substantiated and developed. TAMK also will organize an online partner meeting to present the methodology and provide guidance on its suitability, will refine the methodology, and finalize it after the event, taking into account the recommendations. TAMK also will be responsible for the development, testing of a prototype, and transferring this tool to the FI. In addition, TAMK supports the achievement of the overall goals of the project in cooperation with the project partners.

933 / 1,000 characters

**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

**State aid relevance**

For the partner type selected, the Programme sees a medium to high risk for implementing State aid relevant activities. If the partner is of the opinion that its activities are not State aid relevant, it can ask the MAJS for a plausibility check on the State aid relevance. Does the partner want to do this?

Yes  No

**2.2 Project Partner Details - Partner 4**

**LP/PP**   
**Partner Status**   
**Active from**  **Inactive from**

**Partner name:**

**Organisation in original language**   
68 / 250 characters  
**Organisation in English**   
77 / 250 characters  
**Department in original language**   
3 / 250 characters  
**Department in English**   
3 / 250 characters

**Partner location and website:**

**Address**   
17 / 250 characters **Country**   
**Postal Code**   
7 / 250 characters **NUTS1 code**   
**Town**   
4 / 250 characters **NUTS2 code**   
**Website**   
12 / 100 characters **NUTS3 code**

**Partner ID:**

<b>Organisation ID type</b>	Unified registration number (Vienotais reģistrācijas numurs)
<b>Organisation ID</b>	90002111761
<b>VAT Number Format</b>	LV + 11 digits
<b>VAT Number</b>	<input checked="" type="checkbox"/> N/A <input type="checkbox"/> LV90002111761 <span style="float: right;">13 / 50 characters</span>
<b>PIC</b>	999645723 <span style="float: right;">9 / 9 characters</span>

**Partner type:**

<b>Legal status</b>	a) Public	
<b>Type of partner</b>	Higher education and research instituti	University faculty, college, research institution, RTD facility, research cluster, etc.
<b>Sector (NACE)</b>	72.19 - Other research and experimental development on natural sciences and engineering	

**Partner financial data:**

**Is your organisation entitled to recover VAT related to the EU funded project activities?**

**Role of the partner organisation in this project:**

IMCS is a technological partner, which will lead and implement the development of the architecture and implementation of the software tool for assessing the impact of aging on business development and resilience (A1.3 and A2.2.). IMCS will work closely with project partners to ensure the use of the developed assessment methodology. It includes participation in the methodology and software development workshops.  
IMCS will participate in the piloting and evaluation activities, which will be used as the basis for further improvement, and development of the tool.  
IMCS will provide continuous technical support to the users of the developed tool throughout the duration of the project.

689 / 1,000 characters

**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

**State aid relevance**

For the partner type selected, the Programme sees a medium to high risk for implementing State aid relevant activities. If the partner is of the opinion that its activities are not State aid relevant, it can ask the MAJS for a plausibility check on the State aid relevance. Does the partner want to do this?

Yes  No

**2.2 Project Partner Details - Partner 5**

<b>LP/PP</b>	Project Partner		
<b>Partner Status</b>	Active		
<b>Active from</b>	22/09/2022	<b>Inactive from</b>	

**Partner name:**

<b>Organisation in original language</b>	Tartu Teaduspark <span style="float: right;">16 / 250 characters</span>
<b>Organisation in English</b>	Tartu Science Park <span style="float: right;">19 / 250 characters</span>
<b>Department in original language</b>	N/a <span style="float: right;">3 / 250 characters</span>



Department in English  3 / 250 characters

**Partner location and website:**

<b>Address</b>	<input type="text" value="Riia 181a"/> <span style="float: right;">9 / 250 characters</span>	<b>Country</b>	<input type="text" value="Estonia"/>
<b>Postal Code</b>	<input type="text" value="50411"/> <span style="float: right;">5 / 250 characters</span>	<b>NUTS1 code</b>	<input type="text" value="Eesti"/>
<b>Town</b>	<input type="text" value="Tartu"/> <span style="float: right;">5 / 250 characters</span>	<b>NUTS2 code</b>	<input type="text" value="Eesti"/>
<b>Website</b>	<input type="text" value="www.teaduspark.ee"/> <span style="float: right;">18 / 100 characters</span>	<b>NUTS3 code</b>	<input type="text" value="Lõuna-Eesti"/>

**Partner ID:**

**Organisation ID type**

**Organisation ID**

**VAT Number Format**

**VAT Number**   11 / 50 characters

**PIC**  9 / 9 characters

**Partner type:**

**Legal status**

**Type of partner**

**Sector (NACE)**

**Partner financial data:**

**Is your organisation entitled to recover VAT related to the EU funded project activities?**

**Role of the partner organisation in this project:**

The purpose of Tartu Science Park (TSP) is to support the creation, development, and operation of technology-intensive companies. There are more than 70 companies operating in the science park on the premises of the office and laboratory area, for which TSP offers business development services. TSP will be responsible for coordinating the activities that enable the content of the tool to assess the impact of aging on business development and resilience (A1.4), as well as for collecting the necessary data from Estonia. In addition, TSP will be responsible for the final compilation of the data and its preparation for filling in the tool framework. TSP will contribute actively also during the rest of the activities to support the outreach and communication activities of the project, development of the assessment methodologies, piloting, and practical application of the tool among the target groups in Estonia.

927 / 1,000 characters

**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

**2.2 Project Partner Details - Partner 6**

**LP/PP**

**Partner Status**

**Active from**  **Inactive from**

**Partner name:**

**Organisation in original language**   
20 / 250 characters

**Organisation in English**   
20 / 250 characters

**Department in original language**   
3 / 250 characters

**Department in English**   
3 / 250 characters

**Partner location and website:**

<b>Address</b>	<input type="text" value="Blankeneser Landstrasse 7"/> <small>25 / 250 characters</small>	<b>Country</b>	<input type="text" value="Germany"/>
<b>Postal Code</b>	<input type="text" value="22587"/> <small>5 / 250 characters</small>	<b>NUTS1 code</b>	<input type="text" value="Hamburg"/>
<b>Town</b>	<input type="text" value="Hamburg"/> <small>7 / 250 characters</small>	<b>NUTS2 code</b>	<input type="text" value="Hamburg"/>
<b>Website</b>	<input type="text" value="www. hanse-parlament.eu"/> <small>23 / 100 characters</small>	<b>NUTS3 code</b>	<input type="text" value="Hamburg"/>

**Partner ID:**

**Organisation ID type**

**Organisation ID**   
7 / 50 characters

**VAT Number Format**

**VAT Number**    
11 / 50 characters

**PIC**   
9 / 9 characters

**Partner type:**

**Legal status**

**Type of partner**

**Sector (NACE)**

**Partner financial data:**

**Is your organisation entitled to recover VAT related to the EU funded project activities?**

**Role of the partner organisation in this project:**

PP6 is an association of 80 chambers of industry, commerce and crafts, and universities from 13 countries around the BSR. The members represent more than 475,000 SMEs in the entire BSR. The Hanse-Parlament is dedicated to strengthening the economic performance of the Baltic Sea region in general and promoting SMEs in particular. PP6 will contribute to the development of the assessment tool methodology and will be responsible for testing a prototype and transferring this tool in DE. PP6 also will lead the tool piloting and evaluation process (WP2), also will be responsible for the preparing Tool pilot action report (A2.1.).

632 / 1,000 characters

**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

**2.2 Project Partner Details - Partner 7**

**LP/PP**

**Partner Status**

**Active from**  **Inactive from**

**Partner name:**

**Organisation in original language**  15 / 250 characters

**Organisation in English**  15 / 250 characters

**Department in original language**  3 / 250 characters

**Department in English**  3 / 250 characters

**Partner location and website:**

<b>Address</b>	<input type="text" value="Strelnieku iela (street) 4a"/> <small>27 / 250 characters</small>	<b>Country</b>	<input type="text" value="Latvia"/>
<b>Postal Code</b>	<input type="text" value="LV-1010"/> <small>7 / 250 characters</small>	<b>NUTS1 code</b>	<input type="text" value="Latvija"/>
<b>Town</b>	<input type="text" value="Riga"/> <small>4 / 250 characters</small>	<b>NUTS2 code</b>	<input type="text" value="Latvija"/>
<b>Website</b>	<input type="text" value="www.connectlatvia.lv"/> <small>20 / 100 characters</small>	<b>NUTS3 code</b>	<input type="text" value="Rīga"/>

**Partner ID:**

**Organisation ID type**

**Organisation ID**

**VAT Number Format**

**VAT Number**  N/A  0 / 50 characters

**PIC**  9 / 9 characters

**Partner type:**

**Legal status**

Type of partner

Business support organisation

Chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc.

Sector (NACE)

70.22 - Business and other management consultancy activities

**Partner financial data:**

Is your organisation entitled to recover VAT related to the EU funded project activities?

No

**Role of the partner organisation in this project:**

As a business support organization, PP7 role is to support the project with initial feedback from prospective users and companies at the stage of the proposed product/solution design process, and in the second stage to arrange testbed opportunities within the companies involving users (seniors) for testing viability and usability of the developed solution, and eventually analyze its' wider applicability and future impact. PP7 is responsible for the activities A3.2 and will coordinate the extending the application of the tool to the wider sectors where the older consumer market will have a significant impact.

616 / 1,000 characters

**Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?**

Yes  No

### 3. Relevance

#### 3.1 Context and challenge

The demographic situation in the BSR is particularly threatening - 19% of the EU's population is over the age of 65. Older citizens are increasingly shaping economies, constituting a large and growing segment in many areas of consumption, and the expansion of this demographic is expected to boost demand in many sectors. The total annual spending power by people aged 60 and over in BSR is €442.5B. From all the BSR countries Germany currently has the largest share of 60+ European spending power – €365B; Denmark - €28B; Finland - €25B; Latvia - €19,5B; Lithuania - €3B; Estonia - €2B. Almost a quarter of market consumers are expected to be older by 2030, so every business needs to have a strategy and implementation plan in place to ensure resilience and adaptability to this challenge. However, research shows, that despite drastic changes in the consumer market, commercial businesses are unprepared to change their business strategy and meet the needs of aging consumers and do not plan to review the products or services they develop through the prism of an aging consumer. This means that a business that fails to adapt in time to the needs of a changing market will become uncompetitive and unattractive to the consumer. The resilience of business to the challenges of an aging society will depend on the ability to adapt its products to the needs of an aging society and the decisiveness to implement these changes.

As not all economic sectors will be equally affected by aging markets, the ability to assess the future trends of individual sectors and the potential for developing and modifying products and services to meet the needs of an aging customer is particularly important. The project aims to develop a tool for the assessment of the impact of the aging population in different economic sectors. The aim of the tool is to help companies adapt to the challenges of an aging society and become resilient in creating new products and services for the silver economy market.

1,994 / 2,000 characters

#### 3.2 Transnational value of the project

The project partners are those countries where the challenge of an aging society is most relevant, i. e. where the rate and scale of aging are above the EU average. By 2030, an estimated 6 countries in the BSR will be "super-aged," meaning more than 20% of their population will be aged 65 years or older: in Germany is expected to be 24% of the total population, in Latvia - 23.6%, Estonia - 22.4%; Denmark, 21.8%; Finland - 24.8%; Lithuania - 23.2% and this share of the society will only increase in the future. This means that the economies of these countries will be most affected by the changing needs of the market, and the business sector will be under particular pressure to develop new, innovative, or modified products and services to meet the needs of older consumers.

The project consortium consists of three different groups of countries in terms of innovative capacity to create, modify or improve services or products adapted to the needs of a changing market and to meet the needs of an aging society. Denmark and Finland are leaders in innovation, with excellent capabilities to design and develop innovative products and services, and full support for the innovation ecosystem. Germany and Estonia are strong innovators with the necessary conditions and opportunities to develop and implement specific, market-oriented innovations. The third group - Latvia and Lithuania - are moderate innovators, where the creation and implementation of innovation still face certain obstacles, and business adaptation or the ability to create and modify products and services according to the needs of an aging society is not very strong. Therefore, with the participation of countries with different innovation potentials in the project consortium, a network of synergies and exchanges of experience will be created to develop and test and adapt the tool to the needs of countries with different levels of innovation.

1,923 / 2,000 characters

#### 3.3 Target groups

Target group	Sector and geographical coverage	Its role and needs
<div data-bbox="44 1480 308 1507" data-label="Text"> <p>Small and medium enterprise</p> </div>	<div data-bbox="419 1357 940 1527" data-label="Text"> <p>Service and manufacturing small and medium-sized enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p> </div> <div data-bbox="831 1556 952 1576" data-label="Text"> <p>352 / 500 characters</p> </div>	<div data-bbox="962 1285 1509 1550" data-label="Text"> <p>Service and manufacturing small and medium-sized enterprises should start to design and manufacture products and services that are tailored to the needs of the aging consumer, measured through the prism of physiological, psychological, marketing, logistics, and other criteria. To this end, companies must carry out an assess of the services they provide/plan to provide and the products/products produced through the aging consumer market prize, which would determine the impact of the aging market on the services provided and their compliance with the needs of older consumers.</p> </div> <div data-bbox="1370 1579 1514 1601" data-label="Text"> <p>581 / 1,000 characters</p> </div>
<div data-bbox="44 1868 197 1895" data-label="Text"> <p>Large enterprise</p> </div>	<div data-bbox="419 1785 940 1933" data-label="Text"> <p>Service and manufacturing large enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p> </div> <div data-bbox="831 1962 952 1982" data-label="Text"> <p>335 / 500 characters</p> </div>	<div data-bbox="962 1727 1509 1991" data-label="Text"> <p>Service and manufacturing large enterprises should start to design and manufacture products and services that are tailored to the needs of the aging consumer, measured through the prism of physiological, psychological, marketing, logistics, and other criteria. To this end, companies must carry out an assess of the services they provide/plan to provide and the products/products produced through the aging consumer market prize, which would determine the impact of the aging market on the services provided and their compliance with the needs of older consumers.</p> </div> <div data-bbox="1370 2020 1514 2042" data-label="Text"> <p>564 / 1,000 characters</p> </div>

Target group	Sector and geographical coverage	Its role and needs
<p>Business support organisation</p>	<p>Business support organizations, which advise businesses on the design and development of products or services and help them adapt to market changes.</p> <p style="text-align: right;">150 / 500 characters</p>	<p>Business support organizations should encourage companies to review their existing business strategies in response to the challenge of an aging consumer market and encourage companies to develop new, innovative, or modified existing products and services to meet the needs of an aging society. To this end, business support organizations need to have a tool to assess the extent to which the company's activities will be affected by an aging market and how the products and services developed/planned to be developed and manufactured meet its needs.</p> <p style="text-align: right;">550 / 1,000 characters</p>
<p>Local public authority</p>	<p>Local public authorities with an interest to meet the needs and challenges of an aging society. These institutions are also interested in economic development and increasing the competitiveness of business.</p> <p style="text-align: right;">207 / 500 characters</p>	<p>Local public authorities need to encourage businesses to take into account the needs of an aging society when developing new products or services and adapting existing services and products. Also encourage companies to develop innovative products and services tailored to older people, thus increasing the competitiveness of the business sector and its resilience to market changes. To this end, local public authorities need to actively communicate with the business sector and increase their interest in existing tools to assess the extent to which the company's activities will be affected by the aging market and how products and services are being developed/planned to meet its needs.</p> <p style="text-align: right;">690 / 1,000 characters</p>

### 3.4 Project objective

**Your project objective should contribute to:**

Resilient economies and communities

In order to foster business transformation in the context of the silver economy, certain tools are needed to help businesses realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The aim of this project is to develop and adopt a tool that would allow businesses to assess the expected impact of the aging consumer market (by field of activity, specifics of activity, geographical aspects, sector development forecasts, etc.) on activities, services or products developed and produced. Such an assessment would allow companies to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends. It is also very important to be able to assess the suitability and attractiveness of the developed/improved service/product for the customer of the silver economy (product/service design, characteristics, physical quality, psychological aspects of the user, market introduction, marketing, etc.). Companies that have assessed the impact of the challenge of an aging market on their activities and products they are developing / planning, and whether their products are designed/planned to meet the needs of an aging consumer, will be better able to adapt to and become more resilient in an aging society. This will stimulate both the innovation of companies, their competitiveness and resilience in the market, and the needs of an aging society. The aim of the tool is to help companies adapt to the challenges of an aging society and become resilient in creating new products and services for the silver economy market.

1,850 / 2,000 characters

### 3.5 Project's contribution to the EU Strategy for the Baltic Sea Region

Please indicate whether your project contributes to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (EUSBSR).

Yes  No

Please select which Policy Area of the EUSBSR your project contributes to most.

PA Innovation

Please list the action of this Policy Area that your project contributes to and explain how.

Action 1: Challenge-driven innovation

The project activities are aimed at solving the challenge of the entire BSR region - meeting the aging society and its needs - by encouraging companies to transform, and create new, innovative, or improving existing products and services that address the needs of the changing market. Companies that have assessed the impact of the aging market challenge on their operations and products under development, and on whether their products are designed/designed to meet the needs of an aging consumer and how they should be modified to meet market needs, will be able to contribute to an aging society, ensuring well-being through the development of new innovative products and the improvement of existing products and services. As the challenge of an aging society is common to all participating countries in the BSR region, the project will enable the sharing of best practices and experiences in developing and adopting innovative solutions to the challenges of an aging society, as well as innovation symbiosis, leading to innovation ecosystems. During the project, the leading countries in the field of innovation, acting together with strong innovators and moderate innovators, will be involved in the co-creation process, which will stimulate the growth and development of the innovation potential of all countries.

1,358 / 1,500 characters

If applicable, please describe which other Policy Areas of the EUSBSR your project contributes to and how.

PA Health

Action 1: Promoting active and healthy aging to address the challenges of demographic change

The project activities are aimed at solving the challenge of the entire BSR region - meeting the aging society and its needs - by encouraging companies to transform, and create new, innovative, or improving existing products and services that address the needs of the changing market. Encouraging companies to develop and adapt existing services and products to the needs of an aging society will ensure the well-being and healthy aging potential of the older minority. The project will also involve local authorities, which, by encouraging businesses to respond to the needs of an aging society by developing new and modifying existing products or services, will contribute to addressing the needs of older people, the well-being and health of the population, and the region as a whole.

892 / 1,500 characters

### 3.6 Other political and strategic background of the project

#### Strategic documents

The project is in convergence with the EIP on Active and Healthy Ageing, which is under the Horizon Europe 2021-2027 II Pillar "Global challenges & European industrial competitiveness", which aims to enhance European competitiveness and tackle societal challenges through research and innovation. The project aims to encourage companies to innovate and improve existing products and services to meet the challenge of an aging society, thus improving the quality of life and health of older people.

499 / 500 characters

The project is in convergence with the Horizon Europe 2021-2027 II Pillar- Innovative Europe, the program "European innovations ecosystems". The project will facilitate the sharing of best practices and experiences between countries in developing and adopting innovative solutions to the challenges of an aging society, as well as creating the conditions for innovation symbiosis, which will foster the development of innovation ecosystems.

442 / 500 characters

### 3.7 Seed money support

Please indicate whether your project is based on a seed money project implemented in the Interreg Baltic Sea Region Programme 2014-2020.

Yes  No

### 3.8 Other projects: use of results and planned cooperation

Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
<p>Supporting the Smart Specialization Approach in the Silver Economy to Increase Regional Innovation Capacity and Sustainable Growth (OSIRIS)</p> <p>139 / 200 characters</p>	<p>Interreg Europe Programme</p> <p>25 / 200 characters</p>	<p>The SilverWin project will use the tools developed by the Osiris project - Smart Silver Labs and Silver Financing Mechanism - to help companies transform and adapt to changing market needs by encouraging companies to develop new innovative or modify existing products and services to meet the challenges of an aging society. Osiris has also created a collaborative platform that will be an effective tool for reaching businesses interested in meeting the challenge of an aging society.</p> <p>488 / 1,000 characters</p>
<p>Pioneering Innovative Food for Seniors (PIFS)</p> <p>46 / 200 characters</p>	<p>Erasmus +</p> <p>9 / 200 characters</p>	<p>PIFS aims - to create an open-source training program for food SMEs, to help them commercialize nutrient-enriched foods for older adults. The SilverWin project will use that program as the tool to help companies transform and adapt to changing market needs by encouraging companies to develop new innovative or modify existing products and services to meet the challenges of an aging society. The curriculum material has also been used to identify the consumption needs of older people in terms of their physical, psychological, emotional, and other parameters that are important in the design or development of new products.</p> <p>630 / 1,000 characters</p>
<p>Delivery of Innovative solutions for Home Care by strengthening quadruple-helix cooperation in regional innovation chains (HoCare)</p> <p>130 / 200 characters</p>	<p>Interreg Europe Programme</p> <p>25 / 200 characters</p>	<p>The overall objective of HoCare project is to boost the generation of innovative Home Care solutions through addressing unmet needs by strengthening of cooperation of actors in regional innovation ecosystems. The SilverWin project will use the regional analysis conducted during the HoCare project to identify the situation of the business sector in individual partner countries in relation to the market challenges of an aging society and the opportunities to respond to them.</p> <p>478 / 1,000 characters</p>

### 3.10 Horizontal principles

Horizontal principles	Projects's direct impact
Sustainable development	positive
Non-discrimination including accessibility	positive
Equality between men and women	neutral



#### 4. Management

Allocated budget

10%

##### 4.1 Project management

Please confirm that the lead partner and all project partners will comply with the rules for the project management as described in the Programme Manual.

If relevant, please indicate any other important aspects of the project management, e.g. external entity supporting the lead partner in the management of the project, advisory board, steering committee, any other relevant working groups, etc.

The main monitoring and advisory body of the project is the Steering Group (SG), which consist of the representatives of the project partners. SG gives advice and monitors the project progress, spreads the info, and provides its contacts and networks for the success of the project. SG online meetings will take two times per year. Project managers of each PP consist Management Team (MT), which together with LP plan and monitor the content progress of the project. MT has a meeting 1 time a month.

500 / 500 characters

##### 4.2 Project financial management

Please confirm that the lead partner and all project partners will comply with the rules for the financial management and control as described in the Programme Manual.

If relevant, please indicate any other important aspects of the financial management, e.g. external entity supporting the lead partner, positions planned for financial management, involvement of special financial experts (e.g. for public procurement), etc.

All PPs take care of their financial operations by their own in-house accountant. Project Financial Management brings together planning, budgeting, accounting, financial reporting, internal control, auditing, procurement, disbursement, and the physical performance of the project with the aim of managing project resources properly and achieving the project's objectives. All PPs have either part-time financial assistants or accountants for compiling the partner financial reports.

485 / 500 characters

##### 4.3 Input to Programme communication

Please confirm that you are aware of the obligatory inputs to Programme communication that must be submitted along the pre-defined progress reports, as described in the Programme Manual.

If relevant, please describe other important aspects of project communication that you plan to introduce, e.g. a communication plan, opening and closing events, social media channel(s) etc.

To ensure effective project communication, Communication Manager (CM) will prepare an overall communication plan for the project and provide partners with templates and manuals. Each partner will also be responsible for communicating their project activities and outcomes through social media channels and LP will assist in a broader exposure of the project to the BSR (contributions to BSR program events, publications, etc). At the end of the project, it's planning to organize the closing event.

500 / 500 characters

##### 4.4 Cooperation criteria

Please select the cooperation criteria that apply to your project. In your project you need to apply at least three cooperation criteria. Joint development and joint implementation are the obligatory ones you need to fulfill in your project.

Cooperation criteria

Joint Development

Joint Implementation

Joint Staffing

Joint Financing

### 5. Work Plan

Number	Work Package Name												
1	WP1 Preparing solutions												
	<table border="1"> <thead> <tr> <th>Number</th> <th>Group of Activity Name</th> </tr> </thead> <tbody> <tr> <td>1.1</td> <td>Developing an assessment methodology to determine the impact of aging on business sectors</td> </tr> <tr> <td>1.2</td> <td>Developing an assessment methodology to meet the needs of aging for improving the goods and services</td> </tr> <tr> <td>1.3</td> <td>Developing tool's IT framework</td> </tr> <tr> <td>1.4</td> <td>Enabling the content of a tool to assess the impact of aging on business development and resilience</td> </tr> <tr> <td>1.5</td> <td>Preparation of a guidebook and dissemination</td> </tr> </tbody> </table>	Number	Group of Activity Name	1.1	Developing an assessment methodology to determine the impact of aging on business sectors	1.2	Developing an assessment methodology to meet the needs of aging for improving the goods and services	1.3	Developing tool's IT framework	1.4	Enabling the content of a tool to assess the impact of aging on business development and resilience	1.5	Preparation of a guidebook and dissemination
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2	WP2 Piloting and evaluating solutions												
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3.2	Spreading the application of the tool												

### Work plan overview

	Period: 1	2	3	4	5	6	Leader
<b>WP.1: WP1 Preparing solutions</b>							<b>PP3</b>
A.1.1: Developing an assessment methodology to determine the impact of aging on business sectors							PP2
D.1.1: An assessment methodology to measure the impact of aging on business sectors		D					PP3
A.1.2: Developing an assessment methodology to meet the needs of aging for improving the goods and service							PP4
D.1.2: An assessment methodology to meet the needs of aging for improving the goods and services		D					PP5
A.1.3: Developing tool's IT framework							PP1
D.1.3: Tool's IT framework			D				PP6
A.1.4: Enabling the content of a tool to assess the impact of aging on business development and resilience							PP4
D.1.4: Created content of a tool to assess the impact of aging on business development and resilience			D				PP7
A.1.5: Preparation of a guidebook and dissemination							PP1
D.1.5: Guidebook for the using the assessment tool			D				PP6
<b>WP.2: WP2 Piloting and evaluating solutions</b>							<b>PP6</b>
A.2.1: Piloting and evaluation the developed assessment tool in the most affected by aging economic sectors							PP6
D.2.1: Tool pilot action report				D			PP4
A.2.2: Revision and modification of the tool							PP1
O.2.2: Tool to assess the impact of aging on business development and its resilience				O			PP7
<b>WP.3: WP3 Transferring solutions</b>							<b>PP1</b>
A.3.1: Training for the business consultants							PP1
D.3.1: Business support organizations using the tool in their operations				D			PP7
A.3.2: Spreading the application of the tool							PP1
O.3.2: Upscaled tool to the broader economy sectors						O	PP7

### Outputs and deliverables overview

Code	Title	Description	Contribution to the output	Output/ deliverable contains an investment
------	-------	-------------	----------------------------	--

D 1.1	An assessment methodology to measure the impact of aging on business sectors	<p>The developed assessment methodology will allow determining the impact of the aging society on the business sectors and their potential to develop their competitiveness taking into account the market changes determined by the aging society trends. The methodology will include a set of assessment criteria to assess the various aspects of the impact of an aging society on the business sector, from the macro-level (geography, markets, etc.) to the micro-level, which covers the organizational aspects of the company. This methodology will form part of the architecture of the tool being developed to assess the impact of an aging society and changing market needs on the business sector, whether the sector is resilient to this challenge or needs to fundamentally change its business strategy criteria. Partners and stakeholders from different BSR countries, which are key contributors in developing the methodology and refining the criteria and their weights, allow aggregation of different countries' views on the impact of an aging consumer market on different aspects of the business sector. As the methodology will reflect the key criteria proposed by all partners involved in determining the resilience and competitiveness of the business sector in the context of an aging society, it will be well adapted to the economies of different countries. The deliverable complements D1.2., D1.3 which together will form a joint output O.2.2: Tool to assess the impact of aging on business development and its resilience. The finalized deliverable is referred to the project's Steering committee for review and endorsement.</p>	O.2.2: Tool to assess the impact of aging on business development and its resilience	
D 1.2	An assessment methodology to meet the needs of aging for improving the goods and services	<p>The developed assessment methodology will allow determining whether the product/service produced or the product/service planned to be produced meets the needs of an aging consumer according to certain criteria. This methodology will also allow the development of a mechanism to formulate recommendations and further steps to modify or improve a product or service in order to meet the needs of a changing market for businesses and to remain business competitive and resilient to the challenges of aging. This methodology will form an architectural component of the tool being developed to assess whether a product is being produced and a product is planned to be developed, whether the service is competitive in the long run in an aging society or whether certain modifications are needed. This methodology will also be the basis for the component of the tool being developed, which will allow recommendations to be made and the necessary steps to be proposed. Partners and stakeholders from different BSR countries are key contributors in developing the methodology and refining the criteria and their weights, which will allow aggregating the views and experiences of different countries. It is also important to note that the participating countries have different levels of innovation, so by developing recommendations and methodologies for further steps in the development of business products and services, lead and strong innovators will be able to share product development practices with modest innovators. The deliverable complements D1.1., D1.3 which together will form a joint output O.2.2.: Tool to assess the impact of aging on business development and its resilience. The finalized deliverable is referred to the project's Steering committee for review and endorsement.</p>	O.2.2: Tool to assess the impact of aging on business development and its resilience	
D 1.3	Tool's IT framework	<p>The deliverable will consist of software design, implementation, and user guides of the developed tool and its modules. The design will allow organizing the structure and functional capabilities of the developed tool, to ensure the usability of the tool, the compatibility of the planned context, and the compatibility of information, content objects, and combinations of organizational schemes and structures taking into account the different parameters in the countries of the BSR. The software design will be developed on the base of D1.1. and D1.2. methodologies and will be an essential basis of the tool being developed. The development of the design will involve partners and stakeholders from different BSR countries, which will allow aggregating the views and experiences of different countries. As the design will reflect the suggestions of all parties involved, it will be well adapted to the contexts of different countries. The deliverable complements D1.1. and D1.2. which together will form a joint output O.2.2.: Tool to assess the impact of aging on business development and its resilience. The finalized deliverable is referred to the project's Steering committee for review and endorsement.</p>	O.2.2: Tool to assess the impact of aging on business development and its resilience.	
D 1.4	Created content of a tool to assess the impact of aging on business development and resilience	<p>Following the implementation of this activity, the developed tool's IT framework (D1.3.) will be filled with the content that was defined in the developed assessment methodologies (D1.1. and D1.2.). All the necessary information will be gathered from various sources regarding the aspects of the impact of an aging society on the development of the business or the development of the products and services provided/developed. After filling the tool with content, the tool will be practically ready for piloting. Data for content will be collected from all participating partner countries and will cover an international context, as the tool being developed have to be adaptable to the contexts of all countries. The deliverable complements D1.1., D1.2 and D1.3. which together will form a joint output O.2.2.: Tool to assess the impact of aging on business development and its resilience. The finalized deliverable is referred to the project's Steering committee for review and endorsement.</p>	O.2.2.: Tool to assess the impact of aging on business development and its resilience	

D 1.5	Guidebook for the using the assessment tool	<p>The guidebook is important to ensure that the tool being developed is widely used to help businesses assess the impact of an aging society on their competitiveness and their resilience to this challenge. The aim of the guidebook is not only to help the user of the tool understand the importance of the impact of an aging society but also to provide clear guidelines for the interpretation of the results obtained and their further use in the follow-up of these recommendations. This guide will be hosted on a virtual server and will be available to everyone before using the assessment tool. This indicator complements D1.1., D1.2., D1.3. and D1.4 results and monitors at the output O.2.2.: Tool to assess the impact of aging on business development and its resilience Each partner in the BSR region involved in the project is involved in compiling the guidebook to make it understandable and accessible to target audiences in different countries. Also in the implementation of this activity, a public company will be established in each country to attract targeted use of the tool and inform about the desired results.</p>	O.2.2.: Tool to assess the impact of aging on business development and its resilience	
D 2.1	Tool pilot action report	<p>The deliverable takes the form of a report to summarise the lessons learned in the pilot action carried out to test the elaborated solution. It describes how the deliverable designed in WP 1 was used in a practical setting. The report highlights the strengths and weaknesses of the tested deliverables and identifies how the solution needs to be improved for enhanced usability. The tool pilot action report would include the following elements: I. Development of the tool • Purpose of the tool; • The matrix of the tool; • Tool users and beneficiaries; • How to assess the tool benefit; II. The piloting process • The piloting experience; • Information about the key actors and stakeholders and how they were involved in the piloting process; • Lessons learned; • Partner and stakeholder feedback regarding the use of tool and recommendations for their optimization; • Changes to the tool post the piloting phase; • Recommendations and steps for future development, etc. The finalized deliverable is referred to the project's Steering committee for review and endorsement.</p>	RCO 84 – Pilot actions developed jointly and implemented in projects	
O 2.2	Tool to assess the impact of aging on business development and its resilience	<p>The purpose of the tool is to help businesses realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The tool combines the knowledge and expertise of the project partners and links to innovative activities from different countries of the BSR. The tool will allow businesses to assess the expected impact of the aging consumer market (by field of activity, specifics of activity, geographical aspects, sector development forecasts, etc.) on the business sector. The toll will provide opportunities to businesses to assess the suitability and attractiveness of the developed/improved service/product for the customer of the silver economy (product/service design, characteristics, physical quality, psychological aspects of the user, market introduction, marketing, etc.). The toll also will allow to provide recommendations and suggested next steps for product/service development/improvement that a company needs to take to become resilient and competitive in the face of an aging society. This helps companies adapt to the challenges of an aging society and become resilient in creating new products and services for the silver economy market. The finalized output is referred to the project's Steering committee for review and endorsement.</p>		
D 3.1	Business support organizations using the tool in their operations	<p>It is planned that after the training, business support organizations will actively use the tool in their daily activities to advise companies on the challenges of an aging consumer market, and develop new innovative products or services to meet the needs of an aging consumer. It is planned that after the training, 60 business consultants from 18 different business support agencies in 6 different BSR countries will use the developed tool to advise companies on competitiveness, innovativeness, and resilience to the challenge of aging issues.</p>	O.3.2: Upscaled tool to the broader economy sectors	
O 3.2	Upscaled tool to the broader economy sectors	<p>Once the tool to assess the impact of an aging society on business sectors and its resilience to this challenge is developed (WP1) and piloted in three sectors of the economy (WP2), it will continue to be upscaled in the other four sectors of the economy, which are most affected by the challenge of an aging society: the IT sector, the textile sector, the furniture industry, and the electronics industry. The project partners, together with other business support organizations that have been trained to apply the tool (A.3.1.) and which use it to advise businesses, together with the help of local public authorities, will help 500 businesses from 6 different countries in the BSR region to assess their competitiveness and the responsiveness of products and services to the needs of an aging consumer, and the resilience of businesses to this change. The application of the tool in an international context shows that the developed solution can be adapted to different contexts of countries, different levels of economies, and different levels of innovation of market participants.</p>		

**Work package 1**

**5.1 WP1 Preparing solutions**

**5.2 Aim of the work package**

The aim of this work package is to prepare solutions to help address the identified challenge. You can either develop entirely new solutions or adapt existing solutions to the needs of your target groups. Prepare your solutions in a way that you can pilot them in Work Package 2. Consider how you involve your target groups in preparation of the solutions.  
 Organise your activities in up to five groups of activities to present the actions you plan to implement. Describe the deliverables and outputs as well as present the timeline.

**5.3 Work package leader**

**Work package leader 1**   
**Work package leader 2**

**5.4 Work package budget**

**Work package budget**

**5.5 Target groups**

	Target group	How do you plan to reach out to and engage the target group?
1	<input type="text" value="Small and medium enterprise"/> Service and manufacturing small and medium-sized enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market. <small>352 / 500 characters</small>	The reach of SMEs will be ensured through the participation of partners (PP1, PP2, PP5, PP6, PP7) whose main activity is related to business services, as such organizations have a wide reach of this target group, as well as cooperation channels. It is planned that SMEs will be directly involved as stakeholders in the evaluation of assessment methodologies (A1.1 and A1.2.) and tool's IT framework (A1.3.), by providing recommendations and observations. SMEs are the target audience that will be interviewed to determine the future development forecasts of the business sectors based on the expectations expressed, which will allow them to complete the architecture of the tool being developed (A1.4). Communication activities aimed at attracting and informing SMEs are: 1) xChange events (A1.5) 2) Newsletters (A1.4, A1.5) ; 3) Messages on social media and national media channels (A1.1., A1.4, A1.5) <small>912 / 1,000 characters</small>
2	<input type="text" value="Large enterprise"/> Service and manufacturing large enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market. <small>335 / 500 characters</small>	The reach of LEs will be ensured through the participation of partners (PP1, PP2, PP5, PP6, PP7) whose main activity is related to business services, as such organizations have a wide reach of this target group, as well as cooperation channels. It is planned that LEs will be directly involved as stakeholders in the evaluation of assessment methodologies (A1.1 and A1.2.) and tool's IT framework (A1.3.). LEs are the target audience that will be interviewed to determine the future development forecasts of the business sectors based on the expectations expressed, which will allow them to complete the architecture of the tool being developed (A1.4). Direct communication activities aimed at attracting and informing LEs are: 1) xChange events (A1.5) ; 2) Newsletters (A1.4, A1.5) ; 3) Messages on social media and national media channels (A1.1., A1.4, A1.5) <small>868 / 1,000 characters</small>

	Target group	How do you plan to reach out to and engage the target group?
3	<p>Business support organisation</p> <p>Business support organizations, which advise businesses on the design and development of products or services and help them adapt to market changes.</p> <p style="text-align: right;"><small>150 / 500 characters</small></p>	<p>Business support organizations, including those participating directly in the partnership (PP1, PP2, PP5, PP6, PP7), are regarded as key contributors in the co-creation process of anticipated solutions. As such they will contribute to the co-elaboration process and will be asked to provide feedback from a business perspective to elaborate deliverables.</p> <p>The communication activities that are aimed at attracting and informing the business support organizations are:</p> <ol style="list-style-type: none"> <li>1) xChange events (A1.5);</li> <li>2) Newsletters (A1.4, A1.5)</li> <li>3) Messages on social media and national media channels (A1.1., A1.4, A1.5)</li> </ol> <p style="text-align: right;"><small>597 / 1,000 characters</small></p>
4	<p>Local public authority</p> <p>Local public authorities with an interest to meet the needs and challenges of an aging society. These institutions are also interested in economic development and increasing the competitiveness of business.</p> <p style="text-align: right;"><small>207 / 500 characters</small></p>	<p>LPA will be involved in WP1 activities to ensure their assistance in reaching older people and reflecting their needs, consumption patterns, and so on. PP2 partner has a wide network of international municipalities and it helps to reach this target group.</p> <p>LPA will directly participate in the workshop on the methodology to meet the needs of an aging society (A1.2), providing recommendations and observations on the adequacy, validity, and significance of the criteria to assess silver market demand. The LPA will also be asked to help reach older users by interviewing them about their usage habits and needs (A1.4), which will allow them to complete the architecture of the tool being developed.</p> <p>The communication activities that are aimed at attracting and informing the LPA are:</p> <ol style="list-style-type: none"> <li>1) xChange events (A1.5);</li> <li>2) Newsletters (A1.4, A1.5)</li> <li>3) Messages on social media and national media channels (A1.1., A1.4, A1.5)</li> </ol> <p style="text-align: right;"><small>919 / 1,000 characters</small></p>

#### 5.6 Activities, deliverables, outputs and timeline

No.	Name
1.1	Developing an assessment methodology to determine the impact of aging on business sectors
1.2	Developing an assessment methodology to meet the needs of aging for improving the goods and services
1.3	Developing tool's IT framework
1.4	Enabling the content of a tool to assess the impact of aging on business development and resilience
1.5	Preparation of a guidebook and dissemination

## WP 1 Group of activities 1.1

### 5.6.1 Group of activities leader

Group of activities leader PP 2 - North Denmark EU Office

### A 1.1

### 5.6.2 Title of the group of activities

Developing an assessment methodology to determine the impact of aging on business sectors

89 / 100 characters

### 5.6.3 Description of the group of activities

In the group of this activity, it is planned to develop a methodology for assessing the impact of an aging society on different business sectors, the aim of which is to create a mechanism to assess how the impact of an aging society and changing consumption habits will affect individual businesses.

The methodology will tentatively consist of:

- (a) developing a matrix of market forces and the magnitude of their impact;
- (b) identification and evaluation of relationships and correlations between different criteria;
- (c) setting the values of the criteria;
- (d) scenarios and modeling for the development of future economic sectors in response to the challenge of an aging society.

This methodology will allow to substantiate and develop the architecture component of the assessment tool, which will allow assessing how the aging society and the changing needs of market users depending on age will affect a specific business entity, depending on these preliminary criteria:

- (a) the geographical location of the operating business entity, i.e. the aging population of the country in which it operates; the type of residential area in which the entity operates (city, town, village), etc.;
- (b) the potential of the economy in which the business operates, i.e. purchasing power of the population;
- (c) the sector in which the business entity operates, i.e. NACE activity, trends in the consumption of older people, future development trends in the sector, etc.
- (d) characteristics of business entities, i.e size, potential, export trends, diversification of production, etc.

Based on this methodology, the architecture of a tool to assess the impact of an aging society on business sectors will be developed.

First, at the start of the activity, PP2, which will be responsible for the activity, will organize a workshop with all partners' participation. The aim of the workshop is to find out which criteria and their combinations are most relevant and most reflective of the impact of an aging society on businesses and to identify the weights of each of these criteria. Business representatives from each country will also be involved in the workshop. They would provide recommendations and observations on the criteria. Workshops will be physical.

Once the methodology for measuring the impact of aging on businesses has been developed, an online partner meeting will be organized to present the developed methodology and all partners will provide recommendations on its suitability. The meeting will be organized by PP2, who will refine the methodology and finalize it after the event, taking into account the recommendations.

The internal communication strategy and work plan will be set up and drafted by the CM. SC will review and agree on the implementation. CM will prepare communication templates: newsletter, press release, poster, PPT presentation, and deliver them to all partners. The project website will be set up containing all project-related information by CM.

2,998 / 3,000 characters

**5.6.4 This group of activities leads to the development of a deliverable**

**D 1.1**

**Title of the deliverable**

An assessment methodology to measure the impact of aging on business sectors

76 / 100 characters

**Description of the deliverable**

The developed assessment methodology will allow determining the impact of the aging society on the business sectors and their potential to develop their competitiveness taking into account the market changes determined by the aging society trends. The methodology will include a set of assessment criteria to assess the various aspects of the impact of an aging society on the business sector, from the macro-level (geography, markets, etc.) to the micro-level, which covers the organizational aspects of the company. This methodology will form part of the architecture of the tool being developed to assess the impact of an aging society and changing market needs on the business sector, whether the sector is resilient to this challenge or needs to fundamentally change its business strategy criteria.

Partners and stakeholders from different BSR countries, which are key contributors in developing the methodology and refining the criteria and their weights, allow aggregation of different countries' views on the impact of an aging consumer market on different aspects of the business sector. As the methodology will reflect the key criteria proposed by all partners involved in determining the resilience and competitiveness of the business sector in the context of an aging society, it will be well adapted to the economies of different countries.

The deliverable complements D1.2., D1.3 which together will form a joint output O.2.2: Tool to assess the impact of aging on business development and its resilience.

The finalized deliverable is referred to the project's Steering committee for review and endorsement.

1,627 / 2,000 characters

**Which output does this deliverable contribute to?**

O.2.2: Tool to assess the impact of aging on business development and its resilience

84 / 100 characters

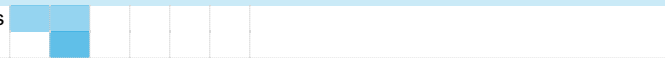
**5.6.6 Timeline**

Period: 1 2 3 4 5 6

**WP.1: WP1 Preparing solutions**

A.1.1: Developing an assessment methodology to determine the impact of aging on business sectors

D.1.1: An assessment methodology to measure the impact of aging on business sectors



**5.6.7 This deliverable/output contains productive or infrastructure investment**



## WP 1 Group of activities 1.2

### 5.6.1 Group of activities leader

Group of activities leader PP 3 - Tampere University of Applied Sciences Ltd

### A 1.2

### 5.6.2 Title of the group of activities

Developing an assessment methodology to meet the needs of aging for improving the goods and services

100 / 100 characters

### 5.6.3 Description of the group of activities

Under these activities, a methodology will be developed to assess the relevance of existing, developed, or improved products and services to the needs of an aging society. The purpose of the methodology is to establish a mechanism to assess whether the product produced/planned to be developed by the business entity or the service provided/planned to be provided meets the needs of older consumers and the assessment of their market demand.

Components of the assessment methodology:

(a) an assessment of the products or services being produced and of the products or services being developed and planned to be developed, taking into account these criteria:

- (i) physiological, psychological, ergonomic parameters of older users (assessing three different age groups: 65-74 years, 75-84 years, and 85+ years);
- (ii) variables in the consumption habits of older consumers (frequency, location, pattern);
- (iii) the compatibility of marketing characteristics with the needs of older people;

(b) matrix of these factors, determination of values, relationships between them and correlations, etc.

This methodology will allow the architecture component of the assessment tool to be substantiated and developed to assess how existing products or services and innovative products or services planned to be developed meet the needs of an aging user.

First, at the start of the activity, PP3, which will be responsible for the activity, will organize a workshop with all partners. The aim of the workshop is to find out which criteria and their combinations are most relevant, which are the most important to assess in order to meet the needs of an older person and to determine the weights of each of these criteria. Standard guidelines and product/service development/improvement steps will also be refined depending on the self-assessment of the impact of an aging society on business development and resilience. The representatives from the business sector and local public authorities of each country will also be involved in the workshop. They would provide recommendations and observations on the adequacy and validity of the criteria, and their significance, which would help to assess whether the product or service produced/planned to be developed by the business meets the needs of older consumers and the assessment of their market demand. These workshops are planned to be implemented physically.

Once a methodology has been developed to determine the relevance of the product being developed or improved to the needs of an aging society, an online partner meeting will be organized to present the methodology and provide guidance on its suitability. The meeting will be organized by PP3, who will refine the methodology and finalize it after the event, taking into account the recommendations.

2,814 / 3,000 characters

**5.6.4 This group of activities leads to the development of a deliverable**

**D 1.2**

**Title of the deliverable**

An assessment methodology to meet the needs of aging for improving the goods and services

89 / 100 characters

**Description of the deliverable**

The developed assessment methodology will allow determining whether the product/service produced or the product/service planned to be produced meets the needs of an aging consumer according to certain criteria. This methodology will also allow the development of a mechanism to formulate recommendations and further steps to modify or improve a product or service in order to meet the needs of a changing market for businesses and to remain business competitive and resilient to the challenges of aging. This methodology will form an architectural component of the tool being developed to assess whether a product is being produced and a product is planned to be developed, whether the service is competitive in the long run in an aging society or whether certain modifications are needed. This methodology will also be the basis for the component of the tool being developed, which will allow recommendations to be made and the necessary steps to be proposed.

Partners and stakeholders from different BSR countries are key contributors in developing the methodology and refining the criteria and their weights, which will allow aggregating the views and experiences of different countries. It is also important to note that the participating countries have different levels of innovation, so by developing recommendations and methodologies for further steps in the development of business products and services, lead and strong innovators will be able to share product development practices with modest innovators.

The deliverable complements D1.1., D1.3 which together will form a joint output O.2.2.: Tool to assess the impact of aging on business development and its resilience.

The finalized deliverable is referred to the project's Steering committee for review and endorsement.

1,793 / 2,000 characters

**Which output does this deliverable contribute to?**

O.2.2: Tool to assess the impact of aging on business development and its resilience

84 / 100 characters

**5.6.6 Timeline**

Period: 1 2 3 4 5 6

**WP.1: WP1 Preparing solutions**

A.1.2: Developing an assessment methodology to meet the needs of aging for improving the goods and services

D.1.2: An assessment methodology to meet the needs of aging for improving the goods and services



**5.6.7 This deliverable/output contains productive or infrastructure investment**

## WP 1 Group of activities 1.3

### 5.6.1 Group of activities leader

Group of activities leader PP 4 - Institute of Mathematics and Computer Science, University of Latvia (IMCS UL)

### A 1.3

#### 5.6.2 Title of the group of activities

Developing tool's IT framework

31 / 100 characters

#### 5.6.3 Description of the group of activities

Based on the methodologies developed during the implementation of A1.1. and A1.2. activities, a tool's IT framework will be developed, which will allow companies to assess the impact of an aging society on the market and resilience depending on various parameters of economic activity and the products or services they produce or plan to develop. PP4 will be responsible for the implementation of this activity.

The tool being developed will include 3 main modules:

- 1) a module for companies to assess the impact and their resilience of a changing market for a particular business sector due to an aging consumer and future trends related to the challenge of an aging society;
- 2) a module for companies to assess the compliance of their products or services or products and services under development with the needs of older consumers;
- 3) a module to provide recommendations and suggested next steps for product/service development/improvement that a company needs to take to become resilient and competitive in the face of an aging society.

Development of the tool will be split into 2 stages:

Stage 1 - Requirements gathering and Initial Development: A workshop involving all partners will be organized before the tool is developed. The aim of the workshop is to gather requirements for the architecture, functionality, user interface, and data visualizations of the developed tool. PP4 will be responsible for organizing the workshop. The representatives from the business sector of each country will also be involved in the workshop as stakeholders. They would provide recommendations and observations on the requirements of the tool. The tool conforming to the requirements gathered through the workshop will be built according to the most suitable at the time software development practices and technologies.

Stage 2 - Adjustment: An online partner meeting will be held to introduce the tool's functionality, user interface, and management. Partners will provide recommendations and test the initial version to determine its suitability to the goals of the project and user-friendliness. P4 will be responsible for organizing the meeting. After the meeting, the recommendations and comments will be systematized and the tool will be improved accordingly.

During all stages of the development PP4 will provide access to the deployed current version of the tool to the partners, thus enabling a shorter feedback loop and quicker introduction of important requirements to the tool's modules.

2,513 / 3,000 characters

#### 5.6.4 This group of activities leads to the development of a deliverable

### D 1.3

#### Title of the deliverable

Tool's IT framework

20 / 100 characters

#### Description of the deliverable

The deliverable will consist of software design, implementation, and user guides of the developed tool and its modules. The design will allow organizing the structure and functional capabilities of the developed tool, to ensure the usability of the tool, the compatibility of the planned context, and the compatibility of information, content objects, and combinations of organizational schemes and structures taking into account the different parameters in the countries of the BSR.

The software design will be developed on the base of D1.1. and D1.2. methodologies and will be an essential basis of the tool being developed. The development of the design will involve partners and stakeholders from different BSR countries, which will allow aggregating the views and experiences of different countries. As the design will reflect the suggestions of all parties involved, it will be well adapted to the contexts of different countries.

The deliverable complements D1.1. and D1.2. which together will form a joint output O.2.2.: Tool to assess the impact of aging on business development and its resilience.

The finalized deliverable is referred to the project's Steering committee for review and endorsement.

1,214 / 2,000 characters

#### Which output does this deliverable contribute to?

O.2.2: Tool to assess the impact of aging on business development and its resilience.

85 / 100 characters

### 5.6.6 Timeline

Period: 1 2 3 4 5 6

#### WP.1: WP1 Preparing solutions

A.1.3: Developing tool's IT framework

D.1.3: Tool's IT framework

### 5.6.7 This deliverable/output contains productive or infrastructure investment

#### WP 1 Group of activities 1.4

##### 5.6.1 Group of activities leader

Group of activities leader PP 5 - Tartu Science Park

#### A 1.4

##### 5.6.2 Title of the group of activities

Enabling the content of a tool to assess the impact of aging on business development and resilience

99 / 100 characters

##### 5.6.3 Description of the group of activities

The IT framework of the tool to assess the impact of an aging society on business sectors and its resilience to this challenge will be filled in with the content, i.e. the values of the criteria as indicated in methodologies D1.1. and D 1.2. - statistical data, research results, results of surveys of target groups.

In carrying out these activities, PP5 will create a template for the description of the values of the criteria, taking into account the criteria set out in the methodologies, which each partner will have to complete by collecting and completing country-specific information and data.

PP1, PP2, PP3, PP4, PP5, PP6, PP7 will be responsible for completing the template description of criteria values. Data will be collected on the basis of several sources:  
 1) national statistics (i.e. purchasing power of older people, their share in society, rural and urban areas, statistics on older under-consumption, etc.);  
 2) research results (i.e. physiological characteristics of older people (physical activity, chewing disorders, illnesses, etc.), psychology, movement disorders, etc.);  
 3) surveys of representatives of the business sector. PP1, PP2, PP3, PP4, PP5, PP6, PP7 responsible for these activities will carry out a survey of at least 100 business entities from different economic sectors in order to determine the future development forecasts of specific sectors based on the expectations expressed by the business representatives. PP2 will be responsible for preparing the unified survey template.;  
 4) a survey of older people in order to find out national consumption habits and needs. Each partner responsible for this activity will conduct a survey of at least 150 older people (50 from each age group - 65-74 years, 75-84 years, and 85+ years). PP1, PP2, PP3, PP4, PP5, PP6 will actively cooperate with local authorities and their representatives who have contact with the elderly or their representatives in order to ensure the widest possible participation of older people in the survey. PP3 will be responsible for preparing the unified survey template.

After collecting the information and filling in the description of the criteria values for each country, PP5 will be responsible for the final compilation of the data and its preparation for filling in the tool framework. PP4 will be responsible for adding content to the IT framework of the tool to assess the impact of an aging society on business sectors and its resilience to this challenge.

In order to raise awareness about the project and to involve the target groups as much as possible in providing information related to the values of the criteria, communication activities will be carried out - each partner will prepare an article on social media and national press about the tool and its benefits for the aging society.

2,827 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.4

Title of the deliverable

Created content of a tool to assess the impact of aging on business development and resilience

97 / 100 characters

Description of the deliverable

Following the implementation of this activity, the developed tool's IT framework (D1.3.) will be filled with the content that was defined in the developed assessment methodologies (D1.1. and D1.2.). All the necessary information will be gathered from various sources regarding the aspects of the impact of an aging society on the development of the business or the development of the products and services provided/developed. After filling the tool with content, the tool will be practically ready for piloting. Data for content will be collected from all participating partner countries and will cover an international context, as the tool being developed have to be adaptable to the contexts of all countries.

The deliverable complements D1.1., D1.2 and D1.3. which together will form a joint output O.2.2.: Tool to assess the impact of aging on business development and its resilience.

The finalized deliverable is referred to the project's Steering committee for review and endorsement.

991 / 2,000 characters

Which output does this deliverable contribute to?

O.2.2.: Tool to assess the impact of aging on business development and its resilience

85 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.1: WP1 Preparing solutions

A.1.4: Enabling the content of a tool to assess the impact of aging on business development and resilience

D.1.4: Created content of a tool to assess the impact of aging on business development and resilience

5.6.7 This deliverable/output contains productive or infrastructure investment

WP 1 Group of activities 1.5

5.6.1 Group of activities leader

Group of activities leader PP 1 - Lithuanian Innovation Centre

A 1.5

5.6.2 Title of the group of activities

Preparation of a guidebook and dissemination

44 / 100 characters

5.6.3 Description of the group of activities

In order to make the use of the tool to assess the impact of an aging society on business development and resilience as simple and straightforward as possible for all target groups - businesses, business consultants, business development agencies, local authorities, a guidebook will be developed that includes the following sections:

- (a) who is interested in using the tool and the benefits it will bring to different target groups;
- (b) procedures for completing the information required for the evaluation;
- (c) how to interpret the recommendations received and the steps taken to develop/improve the product or service;
- (d) where to go for additional or individual assistance in designing / developing or modifying products and services to meet the challenges of an aging society. LP will be responsible for preparing the guidebook.

This guidebook will be hosted on the project website server and will be accessible to anyone before using the assessment tool.

In order to raise awareness of the project and attract as many target audiences as possible, the following communication activities are planned:

- 1) Partners PP1, PP2, PP3, PP5, PP6, and PP7 will organize xChange events in each country. During these meetings project partners will share information, stories, and experience with the national target groups - SMEs, LEs, business support organizations, and local public authorities. xChange meetings will include immersive demonstrations, presentations of the project results, lecture-theatre style talks, and boardroom-style brainstorming sessions. It is planned that at least 50 representatives of the different target groups will take part in each event. The xChange meetings will allow target groups to be informed about the project and invited to engage as well as provide their feedback. xChange meetings will offer knowledge exchange opportunities, and also provide a favorable networking space for the different target groups.
- 2) each of the partners will prepare a newsletter which will be distributed to at least 500 target audience participants;
- 3) each of the partners will prepare and distribute at least 3 messages on social media channels about the product being developed, the results of the project, the intended impact, etc.

2,269 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.5

Title of the deliverable

Guidebook for the using the assessment tool

44 / 100 characters

Description of the deliverable

The guidebook is important to ensure that the tool being developed is widely used to help businesses assess the impact of an aging society on their competitiveness and their resilience to this challenge. The aim of the guidebook is not only to help the user of the tool understand the importance of the impact of an aging society but also to provide clear guidelines for the interpretation of the results obtained and their further use in the follow-up of these recommendations. This guide will be hosted on a virtual server and will be available to everyone before using the assessment tool.

This indicator complements D1.1., D1.2., D1.3. and D1.4 results and monitors at the output O.2.2.: Tool to assess the impact of aging on business development and its resilience

Each partner in the BSR region involved in the project is involved in compiling the guidebook to make it understandable and accessible to target audiences in different countries. Also in the implementation of this activity, a public company will be established in each country to attract targeted use of the tool and inform about the desired results.

1,125 / 2,000 characters

Which output does this deliverable contribute to?

O.2.2.: Tool to assess the impact of aging on business development and its resilience

87 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.1: WP1 Preparing solutions

A.1.5: Preparation of a guidebook and dissemination

D.1.5: Guidebook for the using the assessment tool

5.6.7 This deliverable/output contains productive or infrastructure investment

Work package 2

5.1 WP2 Piloting and evaluating solutions

5.2 Aim of the work package

The aim of this work package is to pilot, evaluate and adjust solutions. Plan one or several pilots to validate the usefulness of the solutions prepared in Work Package 1. Start Work Package 2 early enough to have time to pilot, evaluate and adjust solutions, together with your target groups. By the end of this work package implementation the solutions should be ready to be transferred to your target groups in Work Package 3.

The piloted and adjusted solution should be presented in one project output.

Organise your activities in up to five groups of activities. Describe the deliverables and outputs as well as present the timeline.

5.3 Work package leader

Work package leader 1 PP 6 - Hanse-Parlament e.V.

Work package leader 2 Please select

5.4 Work package budget

Work package budget 20%

5.4.1 Number of pilots

Number of pilots 1

5.5 Target groups

Target group

How do you plan to reach out to and engage the target group?

	Target group	How do you plan to reach out to and engage the target group?
1	<p>Small and medium enterprise</p> <p>Service and manufacturing small and medium-sized enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p> <p style="text-align: right;">352 / 500 characters</p>	<p>SMEs operating in specific sectors of the economy of the pilot action (A 2.1) are invited to engage in the tool piloting process as stakeholders. As such they will be requested to use the developed assessment tool which will allow them to assess the expected impact of the aging consumer market on the specific sector, the company itself, also as the suitability of the developed/improved service/product. The reach of SMEs will be ensured through the participation of partners (PP1, PP2, PP5, PP6, PP7) whose main activity is related to business services, as such organizations have a wide reach of this target group, as well as cooperation channels. SMEs will be invited to attend the partner meeting (A2.1.) in order to make them better acquainted with the tool and involved in the process.</p> <p>Communication activities for attracting and informing SMEs:</p> <ol style="list-style-type: none"> <li>1) xChange events (A2.2.)</li> <li>2) Video material (A.2.2)</li> <li>3) Newsletters (A2.1.; A.2.2);</li> <li>4) Reports on media channels (A2.1, A2.2)</li> </ol> <p style="text-align: right;">984 / 1,000 characters</p>
2	<p>Large enterprise</p> <p>Service and manufacturing large enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p> <p style="text-align: right;">335 / 500 characters</p>	<p>LEs operating in specific sectors of the economy of the pilot action (A 2.1) are invited to engage in the tool piloting process as stakeholders. As such they will be requested to use the developed assessment tool which will allow them to assess the expected impact of the aging consumer market on the specific sector, the company itself, also as the suitability of the developed/improved service/product. The reach of LEs will be ensured through the participation of partners (PP1, PP2, PP5, PP6, PP7) whose main activity is related to business services, as such organizations have a wide reach of this target group, as well as cooperation channels. LEs will be invited to attend the partner meeting (A2.1.) in order to make them better acquainted with the tool and involved in the process.</p> <p>Communication activities for attracting and informing LEs:</p> <ol style="list-style-type: none"> <li>1) xChange events (A2.2.)</li> <li>2) Video material (A.2.2)</li> <li>3) Newsletters (A2.1.; A.2.2);</li> <li>4) Reports on media channels (A2.1, A2.2)</li> </ol> <p style="text-align: right;">980 / 1,000 characters</p>
3	<p>Business support organisation</p> <p>Business support organizations, which advise businesses on the design and development of products or services and help them adapt to market changes.</p> <p style="text-align: right;">150 / 500 characters</p>	<p>Business support organizations represented in the partnership (PP1, PP2, PP5, PP6, PP7) are co-responsible for the implementation of pilot actions, also for preparing the Tool Piloting Reports. Project partners representing business support organizations furthermore contribute to the revision of tested deliverables and hence the co-design of the project's outputs (A 2.1 and A 2.2).</p> <p style="text-align: right;">384 / 1,000 characters</p>
4	<p>Local public authority</p> <p>Local public authorities with an interest to meet the needs and challenges of an aging society. These institutions are also interested in economic development and increasing the competitiveness of business.</p> <p style="text-align: right;">207 / 500 characters</p>	<p>Representatives of the local public authority will be involved as stakeholders in the partners' meeting (A2.1), where the results of the piloting of the tool will be presented in order to make them better acquainted with the tool and involved in the process. Local public authorities will also be asked to contribute to the reach of the pilot target group (SMEs, LEs) by inviting businesses to join the testing of the tool (A2.1.) and take advantage of the project through their social channels and other tools available to them. In addition, a PP2 partner has a wide network of international municipalities and it helps to reach this target group.</p> <p>Communication activities for attracting and informing local public authorities:</p> <ol style="list-style-type: none"> <li>1) xChange events (A2.2.)</li> <li>2) Video material (A.2.2)</li> <li>3) Newsletters (A2.1.; A.2.2);</li> <li>4) Reports on media channels (A2.1, A2.2)</li> </ol> <p style="text-align: right;">861 / 1,000 characters</p>

#### 5.6 Activities, deliverables, outputs and timeline

No.	Name
2.1	Piloting and evaluation the developed assessment tool in the most affected by aging economic sectors
2.2	Revision and modification of the tool



## WP 2 Group of activities 2.1

### 5.6.1 Group of activities leader

Group of activities leader PP 6 - Hanse-Parlament e.V.

### A 2.1

### 5.6.2 Title of the group of activities

Piloting and evaluation the developed assessment tool in the most affected by aging economic sectors

100 / 100 characters

### 5.6.3 Description of the group of activities

The developed tool to assess the impact of an aging society on business development and its resilience to this challenge (deliverables elaborated in WP 1) will be piloted in each of the partner countries in the different sectors of the economy, which are most affected by an aging society (information is based on age consumption statistics by country). These sectors are the food sector, the tourism sector, and medical services. It is planned that the tool will be piloted in 5-10 companies from each sector in each country. In total, the tool will be piloted on at least 70 businesses in different sectors. The following partners PP1, PP2, PP3, PP5, PP6, PP7 will be responsible for piloting the tool.

The tool will be piloted and evaluated during a face-to-face meeting with a representative of the business and the project partner. PP6 will be responsible for creating the standard tool piloting form. When a company pilot a tool, the partner's representative will record various aspects of its use, such as:

- 1) where companies have difficulty using the tool;
- 2) whether all tool parameters are clear to companies;
- 3) whether the tool architecture is user-friendly;
- 4) whether there are any technical problems;
- 5) whether the received recommendations are appropriate and valuable for companies;
- 6) tool improvement suggestions, etc.

After tool piloting, PP1, PP2, PP3, PP5, PP6, PP7 will generate tool piloting and evaluating reports for each country. PP6 will be responsible for preparing the Country Tool Piloting Report Template, which will later also be responsible for the overall layout of one Tool pilot action report.

After the business has piloted the tool, PP6 will organize a partner meeting during which each partner will present the piloting phase of the tool, the main challenges encountered, present a country piloting report of the tool, and suggestions and recommendations for improving the tool. Representatives of business, business consultants, and local public authorities will also be invited to attend the meeting in order to make them better acquainted with the tool and involved in the process. After this meeting, PP6 will present a general report on the piloting results of the tool - Tool pilot action report.

After piloting the tool, each of the partners will implement the following communication activities in order to raise the profile of the project and attract as many target audiences as possible:

- 1) each of the partners will prepare a newsletter which will be distributed to at least 500 target audience participants;
- 2) each of the partners will prepare and disseminate at least 2 messages on social media channels about the tool and the results of its piloting, further steps, intended impact, etc.

2,758 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 2.1

Title of the deliverable

Tool pilot action report

24 / 100 characters

Description of the deliverable

The deliverable takes the form of a report to summarise the lessons learned in the pilot action carried out to test the elaborated solution. It describes how the deliverable designed in WP 1 was used in a practical setting. The report highlights the strengths and weaknesses of the tested deliverables and identifies how the solution needs to be improved for enhanced usability. The tool pilot action report would include the following elements:

I. Development of the tool

- Purpose of the tool;
- The matrix of the tool;
- Tool users and beneficiaries;
- How to assess the tool benefit;

II. The piloting process

- The piloting experience;
- Information about the key actors and stakeholders and how they were involved in the piloting process;
- Lessons learned;
- Partner and stakeholder feedback regarding the use of tool and recommendations for their optimization;
- Changes to the tool post the piloting phase;
- Recommendations and steps for future development, etc.

The finalized deliverable is referred to the project's Steering committee for review and endorsement.

1,088 / 2,000 characters

Which output does this deliverable contribute to?

RCO 84 – Pilot actions developed jointly and implemented in projects

69 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.2: WP2 Piloting and evaluating solutions

A.2.1: Piloting and evaluation the developed assessment tool in the most affected by aging economic sectors

D.2.1: Tool pilot action report



5.6.7 This deliverable/output contains productive or infrastructure investment

## WP 2 Group of activities 2.2

### 5.6.1 Group of activities leader

**Group of activities leader** PP 4 - Institute of Mathematics and Computer Science, University of Latvia (IMCS UL)

### A 2.2

### 5.6.2 Title of the group of activities

Revision and modification of the tool

37 / 100 characters

### 5.6.3 Description of the group of activities

Based on the piloting experience of the different partners and the Tool piloting action report (D2.1.), the tool will be revised and modified. PP4 will be responsible for improving the tool according to the recommendations provided.

The tool usage guidebook will also be adjusted based on these changes. The PP1 will be responsible for revising the guidebook.

Once the final version of the tool has been created, a wide publicity campaign will be organized, which will include:

1. Preparation and placement of the publicity video material of the tool on social media channels. The CM will be responsible for this activity.
2. PP1, PP2, PP3, PP5, PP6, PP7 will organize xChange events in each country. During these meetings project partners will share information, stories, and experience with the national target groups - SMEs, LEs, business support organizations, local public authorities, politicians, members of the public, and journalists. xChange meetings will include immersive demonstrations, presentations of the project results, lecture-theatre style talks, and boardroom-style brainstorming sessions. It is planned that at least 50 representatives of the different target groups will take part in each event. The xChange meetings will allow target groups to be informed about the project and invited to engage as well as provide their feedback. xChange meetings will offer knowledge exchange opportunities, and also provide a favorable networking space for the different target groups.
3. Each partner will prepare a newsletter which will be distributed to at least 500 target audience participants.
4. Each partner will prepare and disseminate at least 1 message on social media channels about the product, project results, intended impact, etc.

1,772 / 3,000 characters

### 5.6.4 This group of activities leads to the development of a deliverable

### O 2.2

#### Title of the output

Tooll to assess the impact of aging on business development and its resilience

78 / 100 characters

#### Description of the output

The purpose of the tool is to help businesses realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The tool combines the knowledge and expertise of the project partners and links to innovative activities from different countries of the BSR.

The tool will allow businesses to assess the expected impact of the aging consumer market (by field of activity, specifics of activity, geographical aspects, sector development forecasts, etc.) on the business sector. The toll will provide opportunities to businesses to assess the suitability and attractiveness of the developed/improved service/product for the customer of the silver economy (product/service design, characteristics, physical quality, psychological aspects of the user, market introduction, marketing, etc.).

The toll also will allow to provide recommendations and suggested next steps for product/service development/improvement that a company needs to take to become resilient and competitive in the face of an aging society. This helps companies adapt to the challenges of an aging society and become resilient in creating new products and services for the silver economy market. The finalized output is referred to the project's Steering committee for review and endorsement.

1,396 / 3,000 characters

### Target groups and uptake of the solution presented in this output

Target groups	How will this target group apply the output in its daily work?
<p>Target group 1</p> <p>Small and medium enterprise</p> <p>Service and manufacturing small and medium-sized enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p>	<p>SMEs are direct beneficiaries of the output. SMEs will use this tool to realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The use of the tool would allow companies to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends. Companies that have assessed the impact of the challenge of an aging market on their activities and products will be better able to adapt to and become more resilient in an aging society. This will stimulate the innovation of companies, their competitiveness, and their resilience in the market.</p> <p style="text-align: right;">869 / 1,000 characters</p>
<p>Target group 2</p> <p>Large enterprise</p> <p>Service and manufacturing large enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p>	<p>LEs are direct beneficiaries of the output. LEs will use this tool to realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The use of the tool would allow companies to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends. Companies that have assessed the impact of the challenge of an aging market on their activities and products will be better able to adapt to and become more resilient in an aging society. This will stimulate the innovation of companies, their competitiveness, and their resilience in the market.</p> <p style="text-align: right;">867 / 1,000 characters</p>
<p>Target group 3</p> <p>Business support organisation</p> <p>Business support organizations, which advise businesses on the design and development of products or services and help them adapt to market changes.</p>	<p>Business support organizations will use this tool in their day-to-day work to advise businesses on competitiveness, innovation, product development, or improvement in the face of an aging society challenge. Business support organizations will also be key players in further deeper advising businesses on the final assessment provided by the tool.</p> <p style="text-align: right;">346 / 1,000 characters</p>
<p>Target group 4</p> <p>Local public authority</p> <p>Local public authorities with an interest to meet the needs and challenges of an aging society. These institutions are also interested in economic development and increasing the competitiveness of business.</p>	<p>Local public authorities will encourage businesses to use an assessment tool in developing innovative products and services tailored to older people. They will actively communicate with the business sector and increase their interest in existing tools to assess the extent to which the company's activities will be affected by the aging market and how products and services are being developed/planned to meet its needs. Local authorities will also encourage the use of the assessment tool by public authorities that provide public services to meet the needs of an aging society.</p> <p style="text-align: right;">580 / 1,000 characters</p>

**Durability of the output**

After the end of the project, the tool will be taken over by LP, which, as a business support agency, will ensure the long-term functionality of this tool by using it in its day-to-day operations. conducting assessments of the competitiveness, innovation, product development, or improvement of businesses in the light of the challenges of an aging society, and providing further in-depth guidance on the development of companies' products and services. The use of this tool by training other business support agencies in partner countries (A3.1) will also contribute to the use of this tool in their day-to-day business advice activities.

639 / 1,000 characters

**5.6.6 Timeline**

	Period: 1	2	3	4	5	6
<b>WP.2: WP2 Piloting and evaluating solutions</b>						
A.2.2: Revision and modification of the tool						
O.2.2: Tool to assess the impact of aging on business development and its resilience						

**5.6.7 This deliverable/output contains productive or infrastructure investment**

Work package 3

### 5.1 WP3 Transferring solutions

### 5.2 Aim of the work package

In Work Package 3, communicate and transfer the ready solutions to your target groups. Plan at least one year for this work package to transfer your solutions to the target groups, considering their respective needs. Select suitable activities to encourage your target groups to use the solutions in their daily work. Organise your activities in up to five groups of activities. Describe the deliverables and outputs as well as present the timeline.

### 5.3 Work package leader

**Work package leader 1**

**Work package leader 2**

### 5.4 Work package budget

**Work package budget**

### 5.5 Target groups

	Target group	How do you plan to reach out to and engage the target group?
1	<p>Small and medium enterprise</p> <p>Service and manufacturing small and medium-sized enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p> <p style="text-align: right;"><small>352 / 500 characters</small></p>	<p>SMEs operating in the specific economy sectors which are named in the tool application extending stage (A 3.2) are invited to use the developed assessment tool which will allow them to assess the expected impact of the aging consumer market on the specific sector, the company itself, also as the suitability of the developed/improved service/product. The reach of SMEs will be ensured through the participation of partners (PP1, PP2, PP5, PP6, PP7) and other business support organizations (A3.1.) whose main activity is related to business services, as such organizations have a wide reach of this target group, as well as cooperation channels.</p> <p>Communication activities for attracting and informing SMEs:            1) Final dissemination event (A3.2.)            2) Newsletters (A.3.2);            3) Reports on media channels (A3.2.).</p> <p style="text-align: right;"><small>811 / 1,000 characters</small></p>
2	<p>Large enterprise</p> <p>Service and manufacturing large enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p> <p style="text-align: right;"><small>335 / 500 characters</small></p>	<p>LEs operating in the specific economy sectors which are named in the tool application extending stage (A 3.2) are invited to use the developed assessment tool which will allow them to assess the expected impact of the aging consumer market on the specific sector, the company itself, also as the suitability of the developed/improved service/product. The reach of LEs will be ensured through the participation of partners (PP1, PP2, PP5, PP6, PP7) and other business support organizations (A3.1.) whose main activity is related to business services, as such organizations have a wide reach of this target group, as well as cooperation channels.</p> <p>Communication activities for attracting and informing LEs:            1) Final dissemination event (A3.2.)            2) Newsletters (A.3.2);            3) Reports on media channels (A3.2.).</p> <p style="text-align: right;"><small>808 / 1,000 characters</small></p>
3	<p>Business support organisation</p> <p>Business support organizations, which advise businesses on the design and development of products or services and help them adapt to market changes.</p> <p style="text-align: right;"><small>150 / 500 characters</small></p>	<p>Business support organizations represented in the partnership (PP1, PP2, PP5, PP6, PP7) are co-responsible for the extending the application of the tool to the other economic sectors (A 3.2.), as well for the training of the other business support organizations to apply the tool to the daily activities in business consultation processes (A 3.1).</p> <p>Other business support organizations from different BSR counties will be the main target group that will be trained to use this tool in purpose to train them to be able to use the assessment tool in their day-to-day operations to advise companies on the challenges of the aging consumer market, develop new innovative products or services to meet the needs of an aging consumer, and meet the needs of older users. more resilient and without compromising competitiveness. They will also contribute to attracting companies to use the tool.</p> <p style="text-align: right;"><small>888 / 1,000 characters</small></p>
4	<p>Local public authority</p> <p>Local public authorities with an interest to meet the needs and challenges of an aging society. These institutions are also interested in economic development and increasing the competitiveness of business.</p> <p style="text-align: right;"><small>207 / 500 characters</small></p>	<p>Local public authorities will be asked to contribute to the reach of the pilot target group (SMEs, LEs) by inviting businesses to use the tool (A 3.2) and take advantage of the project through their social channels and other tools available to them. In addition, a PP2 partner has a wide network of international municipalities and it helps to reach this target group.</p> <p>Communication activities for attracting and informing local public authorities:            1) Final dissemination event (A3.2.)            2) Newsletters (A.3.2);            3) Reports on media channels (A3.2.).</p> <p style="text-align: right;"><small>556 / 1,000 characters</small></p>

### 5.6 Activities, deliverables, outputs and timeline

No.	Name
3.1	Training for the business consultants
3.2	Spreading the application of the tool

#### WP 3 Group of activities 3.1

##### 5.6.1 Group of activities leader

Group of activities leader

#### A 3.1

##### 5.6.2 Title of the group of activities

Training for the business consultants 37 / 100 characters

##### 5.6.3 Description of the group of activities

In order to make the tool used as widely as possible and to bring the greatest possible benefits to companies, it is foreseen to train business consulting companies that can help SME's and LE's by providing assistance. This tool would also allow consultants to provide further advice on the development and launch of a new product or service for an aging population after company evaluation. Upon completion of this training, business consultants will be able to use the assessment tool in their day-to-day operations to advise companies on the challenges of an aging consumer market and develop new innovative products or services to meet the needs of an aging consumer. The trainings will be organized online.

Training focuses on:

- how to use the assessment tool in businesses;
- how to interpret the results and provide businesses product or service development roadmaps based on the results of the assessment tool. As a follow-up to the tool results, consultants together with the business managers implement the product or service innovation with the focus on delivering needed and suitable products & services to the silver economy market.

It is planned that app. 60 business consultants from different business support organizations, 10 business consultants, innovation support service providers, and mentors from 3 different business support organizations from each country, would be trained to use the tool, which will be used in advising companies. The training will be organized by PP1, PP2, PP3, PP5, PP6, PP7 whose employees will be responsible for training business consultants. 1,599 / 3,000 characters

##### 5.6.4 This group of activities leads to the development of a deliverable

#### D 3.1

##### Title of the deliverable

Business support organizations using the tool in their operations 65 / 100 characters

##### Description of the deliverable

It is planned that after the training, business support organizations will actively use the tool in their daily activities to advise companies on the challenges of an aging consumer market, and develop new innovative products or services to meet the needs of an aging consumer. It is planned that after the training, 60 business consultants from 18 different business support agencies in 6 different BSR countries will use the developed tool to advise companies on competitiveness, innovativeness, and resilience to the challenge of aging issues. 547 / 2,000 characters

##### Which output does this deliverable contribute to?

O.3.2: Upscaled tool to the broader economy sectors 51 / 100 characters

##### 5.6.6 Timeline

	Period: 1	2	3	4	5	6
<b>WP.3: WP3 Transferring solutions</b>						
A.3.1: Training for the business consultants						
D.3.1: Business support organizations using the tool in their operations						

##### 5.6.7 This deliverable/output contains productive or infrastructure investment

### WP 3 Group of activities 3.2

#### 5.6.1 Group of activities leader

Group of activities leader

#### A 3.2

#### 5.6.2 Title of the group of activities

37 / 100 characters

#### 5.6.3 Description of the group of activities

Following the development and piloting of the tool in the three sectors of the economy most affected by the challenge of an aging society, it is planned to extend the application of the tool to the other 4 sectors where the older consumer market will have a significant impact (based on aging patterns). The envisaged sectors in which companies will be promoted in the evaluation tool are:

- a) IT sector,
- b) textile sector,
- c) furniture manufacturing
- d) electronics manufacturing.

A total app. of 250 businesses are expected to use the tool. Partners PP1, PP2, PP3, PP5, PP6, PP7 will be responsible for these activities. Trained business support organization (A3.1.) will also contribute to this result. At the end of this activity, these partners will prepare the County tool extending report. PP7 will be responsible for the preparation of the tool extending report template and the compendium of the extending reports. PP4 will be responsible for the improvements to the tool that will result from adapting it to a wider range of businesses.

In order to attract as many representatives of the target group as possible, inform them about the tool, project achievements, and impact, it is planned to implement the following communication activities:

1. CM will organize a closing dissemination event to present the challenge of an aging society, its impact on the economy, markets, business resilience, etc. The tool, its functionality, project results, etc.
2. PP1, PP2, PP3, PP5, PP6, PP7 will organize xChange events in each country. During these meetings project partners will share information, stories, and experience with the national target groups - SMEs, LEs, business support organizations, local public authorities, politicians, members of the public, and journalists. xChange meetings will include immersive demonstrations, presentations of the project results, lecture-theatre style talks, and boardroom-style brainstorming sessions. It is planned that at least 50 representatives of the different target groups will take part in each event. The xChange meetings will allow target groups to be informed about the project and invited to engage as well as provide their feedback. xChange meetings will offer knowledge exchange opportunities, and also provide a favorable networking space for the different target groups.
3. Each partner will prepare a newsletter which will be distributed to at least 500 target audience participants.
4. Each partner will prepare and disseminate at least one message on social media channels and 1 article in the national media on the product, project results, impact, etc.

2,645 / 3,000 characters

#### 5.6.4 This group of activities leads to the development of a deliverable

#### O 3.2

#### Title of the output

44 / 100 characters

#### Description of the output

Once the tool to assess the impact of an aging society on business sectors and its resilience to this challenge is developed (WP1) and piloted in three sectors of the economy (WP2), it will continue to be upscaled in the other four sectors of the economy, which are most affected by the challenge of an aging society: the IT sector, the textile sector, the furniture industry, and the electronics industry. The project partners, together with other business support organizations that have been trained to apply the tool (A.3.1.) and which use it to advise businesses, together with the help of local public authorities, will help 500 businesses from 6 different countries in the BSR region to assess their competitiveness and the responsiveness of products and services to the needs of an aging consumer, and the resilience of businesses to this change. The application of the tool in an international context shows that the developed solution can be adapted to different contexts of countries, different levels of economies, and different levels of innovation of market participants.

1,085 / 3,000 characters

#### Target groups and uptake of the solution presented in this output



Target groups	How will this target group apply the output in its daily work?
<p>Target group 1</p> <p>Small and medium enterprise</p> <p>Service and manufacturing small and medium-sized enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p>	<p>SMEs are direct beneficiaries of the output. SMEs will use this tool to realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The use of the tool would allow companies to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends. Companies that have assessed the impact of the challenge of an aging market on their activities and products will be better able to adapt to and become more resilient in an aging society. This will stimulate the innovation of companies, their competitiveness, and their resilience in the market.</p> <p style="text-align: right;">869 / 1,000 characters</p>
<p>Target group 2</p> <p>Large enterprise</p> <p>Service and manufacturing large enterprises that: (a) produce products or services that will have a direct impact on the needs of an aging market; (b) wishes to introduce new products or services aimed at the market for older consumers; (c) has a need to self-assess its activities / planned activities in the face of an aging market.</p>	<p>LEs are direct beneficiaries of the output. LEs will use this tool to realize their potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services. The use of the tool would allow companies to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends. Companies that have assessed the impact of the challenge of an aging market on their activities and products will be better able to adapt to and become more resilient in an aging society. This will stimulate the innovation of companies, their competitiveness, and their resilience in the market.</p> <p style="text-align: right;">867 / 1,000 characters</p>
<p>Target group 3</p> <p>Business support organisation</p> <p>Business support organizations, which advise businesses on the design and development of products or services and help them adapt to market changes.</p>	<p>Business support organizations will use this tool in their day-to-day work to advise businesses on competitiveness, innovation, product development, or improvement in the face of an aging society challenge. Business support organizations will also be key players in further deeper advising businesses on the final assessment provided by the tool.</p> <p style="text-align: right;">346 / 1,000 characters</p>
<p>Target group 4</p> <p>Local public authority</p> <p>Local public authorities with an interest to meet the needs and challenges of an aging society. These institutions are also interested in economic development and increasing the competitiveness of business.</p>	<p>Local public authorities will encourage businesses to use an assessment tool in developing innovative products and services tailored to older people. They will actively communicate with the business sector and increase their interest in existing tools to assess the extent to which the company's activities will be affected by the aging market and how products and services are being developed/planned to meet its needs. Local authorities will also encourage the use of the assessment tool by public authorities that provide public services to meet the needs of an aging society.</p> <p style="text-align: right;">580 / 1,000 characters</p>

### Durability of the output

After the end of the project, the tool will be taken over by LP, which, as a business support agency, will ensure the long-term functionality of this tool by using it in its day-to-day operations conducting assessments of the competitiveness, innovation, product development, or improvement of businesses in the light of the challenges of an aging society, and providing further in-depth guidance on the development of companies' products and services. The use of this tool by training other business support agencies in partner countries (A3.1) will also contribute to the use of this tool in their day-to-day business advice activities.

639 / 1,000 characters

### 5.6.6 Timeline

Period: 1 2 3 4 5 6

#### WP.3: WP3 Transferring solutions

A.3.2: Spreading the application of the tool

O.3.2: Upscaled tool to the broader economy sectors



### 5.6.7 This deliverable/output contains productive or infrastructure investment



**6. Indicators**

**Indicators**

Output indicators				Result indicators		
Output indicators	Total target value in number	Project outputs	Please explain how the solution presented in this output serves the target group(s).	Result indicator	Total target value in number	Please explain how organisations in the target groups within or outside the partnership will take up or upscale each solution.
RCO 84 – Pilot actions developed jointly and implemented in projects	1	N/A	N/A	RCR 104 - Solutions taken up or up-scaled by organisations	2	<p>Both solutions elaborated by the project partners are universally applicable by any entity aiming to realize its potential in a changing market and find new niches and opportunities to respond to the needs of the silver society by developing new, innovative, or improving existing products and services.</p> <p>In the partner territories, business support organizations will use this tool in their day-to-day work to advise businesses on competitiveness, innovation, product development, or improvement in the face of an aging society challenge. This will ensure the dissemination of the tool and the continuity and importance of its use in promoting businesses to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends.</p> <p>Also, project partners will assist any territory in the adaptation and introduction of the tool. In this context, the tool is of immediate added value without further amendment.</p> <p>To allow future updates, the tool is designed in a way that facilitates revisions and additions without compromising the output's overall structure and comprehensive overview.</p>
RCO 116 – Jointly developed solutions	2	<p>O.2.2: Tool to assess the impact of aging on business development and its resilience</p>	<p>SMEs and LEs that have assessed the impact of the challenge of an aging market on their activities and products will be better able to adapt to and become more resilient in an aging society. This will stimulate the innovation of companies, their competitiveness, and their resilience in the market.</p> <p>Business support organizations will use this tool in their day-to-day work to advise businesses on competitiveness, innovation, product development, or improvement in the face of an aging society challenge. This will allow them to ensure the professional services they provide and their effectiveness. The application of the tool in the business sector will encourage companies to adopt the products or services they produce or plan to develop to the needs of the older user, which will allow local public authorities to contribute more effectively to solving the problems of this group of society.</p> <p style="text-align: right;">899 / 1,000 characters</p>			
		<p>O.3.2: Upscaled tool to the broader economy sectors</p>	<p>SMEs and LEs that have assessed the impact of the challenge of an aging market on their activities and products will be better able to adapt to and become more resilient in an aging society. This will stimulate the innovation of companies, their competitiveness, and their resilience in the market.</p> <p>Business support organizations will use this tool in their day-to-day work to advise businesses on competitiveness, innovation, product development, or improvement in the face of an aging society challenge. This will allow them to ensure the professional services they provide and their effectiveness. The application of the tool in the business sector will encourage companies to adopt the products or services they produce or plan to develop to the needs of the older user, which will allow local public authorities to contribute more effectively to solving the problems of this group of society.</p> <p style="text-align: right;">899 / 1,000 characters</p>			1,266 / 2,000 characters

Output indicators		Result indicators		
Output indicator	Total target value in number	Result indicator	Total target value in number	Please describe what types of organisations are planned to actively participate in the project. Explain how this participation will increase their institutional capacity. These types of organisations should be in line with the target groups you have defined for your project.
RCO 87 - Organisations cooperating across borders	7	PSR 1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders	300	<p>Project partners and associated organisations</p> <p>Business support organizations: The assessment tools will be the instrumentality for the business support organizations in consulting SMEs and LEs. The use of the assessment tool will take its value to increase the outcomes from the business support organizations' interaction with the SMEs and LEs, related to their adaptation abilities to an aging society and resilience in creating new products and services for the silver economy market. The assessment tool will allow business support organizations to ensure the professional services they provide and their effectiveness.</p> <p>High education and research institutions: in developing the methodological framework of the tool, higher education, and research institutions will deepen their knowledge of the impact of an aging society on the economies of different countries, on business sectors, and the responsiveness of products or services produced or planned for an aging consumer. Higher education institutions will also establish and strengthen cooperation links with the business sector and business support institutions, which is important for the development of new products and services to meet the needs of an aging society.</p> <p style="text-align: right;">1,186 / 1,500 characters</p>
				<p>Other organisations</p> <p>SMEs and LEs: The assessment tool will be created, designed, and finally tested as a result of the active involvement of SMEs and LEs in all stages of the project. The use of the tool will allow companies to prepare business development strategies, product and service transformation plans, emerging, innovative services, and product development plans, depending on the extent to which their product/service market will be affected by aging societal trends. This will stimulate the innovation of companies, their competitiveness, and resilience in the market regarding the aging society challenge.</p> <p>Local public authorities, involved in the design and implementation of projects will increase their knowledge of the needs of the older sector of society in relation to the services provided by the business or the goods and services to be developed. Local authorities will increase their institutional capacity by using this tool in the public enterprises controlled by them, that provide public services to meet the needs of an aging society.</p> <p>Other business support organizations: The assessment tools will be the instrumentality for the business support organizations in consulting SMEs and LEs. The use of the assessment tool will take its value to increase the outcomes from the business support organizations' interaction with the SMEs and LEs, related to their adaptation abilities to an aging society and resilience in creating new products and services for the silver economy market.</p> <p style="text-align: right;">1,495 / 1,500 characters</p>



7. Budget

7.0 Preparation costs

Preparation Costs

Would you like to apply for reimbursement of the preparation costs?

Yes

Other EU support of preparatory cost

Did you receive any other EU funds specifically designated to the development of this project application?

No

7.1 Breakdown of planned project expenditure per cost category & per partner

No. & role	Partner name	Partner status	CAT0 - Preparation costs	CAT1 - Staff	CAT2 - Office & administration
1 - LP	Lithuanian Innovation Centre	Active 22/09/2022	24,000.00	200,640.00	30,096.00
2 - PP	North Denmark EU Office	Active 22/09/2022	0.00	359,700.00	53,955.00
3 - PP	Tampere University of Applied Sciences Ltd	Active 22/09/2022	0.00	262,080.00	39,312.00
4 - PP	Institute of Mathematics and Computer Science, University of Latvia (IMCS UL)	Active 22/09/2022	0.00	213,123.00	31,968.45
5 - PP	Tartu Science Park	Active 22/09/2022	0.00	204,080.00	30,612.00
6 - PP	Hanse-Parlament e.V.	Active 22/09/2022	0.00	280,320.00	42,048.00
7 - PP	CONNECT Latvija	Active 22/09/2022	0.00	110,000.00	16,500.00
<b>Total</b>			24,000.00	1,629,943.00	244,491.45

No. & role	Partner name	CAT3 - Travel & accommodation	CAT4 - External expertise & services	CAT5 - Equipment	Total partner budget
1 - LP	Lithuanian Innovation Centre	30,096.00	28,500.00	1,500.00	314,832.00
2 - PP	North Denmark EU Office	53,955.00	27,000.00	1,500.00	496,110.00
3 - PP	Tampere University of Applied Sciences Ltd	39,312.00	17,000.00	1,500.00	359,204.00
4 - PP	Institute of Mathematics and Computer Science, University of Latvia (IMCS UL)	31,968.45	11,000.00	1,500.00	289,559.90
5 - PP	Tartu Science Park	30,612.00	18,120.00	1,500.00	284,924.00
6 - PP	Hanse-Parlament e.V.	42,048.00	17,500.00	1,500.00	383,416.00
7 - PP	CONNECT Latvija	16,500.00	7,000.00	0.00	150,000.00
<b>Total</b>		244,491.45	126,120.00	9,000.00	2,278,045.90



### 7.1.1 External expertise and services

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
2. North Denmark E	Events/meetings	CAT4-PP2-A-0	Workshop about methodology for assessing the impact of aging on different business sectors  <small>90 / 100 characters</small>	No	1.1	4,000.00
1. Lithuanian Innova	Events/meetings	CAT4-PP1-A-0	External services - travel and accomodation for target groups representatives  <small>78 / 100 characters</small>	No	1.1 1.2 1.3 2.1	6,000.00
3. Tampere Univers	Other	CAT4-PP3-G-0	External services - travel and accomodation for target groups representatives  <small>78 / 100 characters</small>	No	1.1 1.3 2.1	4,000.00
5. Tartu Science Pa	Other	CAT4-PP5-G-0	External services - travel and accomodation for target groups representatives  <small>78 / 100 characters</small>	No	1.1 1.2 1.3 2.1	6,000.00
6. Hanse-Parlament	Other	CAT4-PP6-G-0	External services - travel and accomodation for target groups representatives  <small>78 / 100 characters</small>	No	1.1 1.2 1.3	4,000.00
7. CONNECT Latvii	Other	CAT4-PP7-G-0	External services - travel and accomodation for target groups representatives  <small>78 / 100 characters</small>	No	1.1 1.2 2.1	2,000.00
2. North Denmark E	Other	CAT4-PP2-G-0	External services - travel and accomodation for target groups representatives  <small>78 / 100 characters</small>	No	1.2 1.3 2.1	5,000.00
3. Tampere Univers	Events/meetings	CAT4-PP3-A-0	Workshop about methodology to meet the needs of aging for improving the goods and services  <small>91 / 100 characters</small>	No	1.2	4,000.00
4. Institute of Math	Events/meetings	CAT4-PP4-A-0	Workshop about tool's architecture  <small>35 / 100 characters</small>	No	1.3	4,000.00
1. Lithuanian Innova	Other	CAT4-PP1-G-1	Surveys of representatives of the business sector and older people  <small>68 / 100 characters</small>	No	1.4	6,000.00
<b>Total</b>						<b>126,120.00</b>

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
2. North Denmark E	Other	CAT4-PP2-G-1	Surveys of representatives of the business sector and older people <small>68 / 100 characters</small>	No	1.4	6,000.00
3. Tampere Univers	Other	CAT4-PP3-G-1	Surveys of representatives of the business sector and older people <small>68 / 100 characters</small>	No	1.4	6,000.00
4. Institute of Math	Other	CAT4-PP4-G-1	Surveys of older people <small>25 / 100 characters</small>	No	1.4	4,000.00
5. Tartu Science Pa	Other	CAT4-PP5-G-1	Surveys of representatives of the business sector and older people <small>68 / 100 characters</small>	No	1.4	9,120.00
6. Hanse-Parlament	Other	CAT4-PP6-G-1	Surveys of representatives of the business sector and older people <small>68 / 100 characters</small>	No	1.4	6,000.00
7. CONNECT Latvii	Other	CAT4-PP7-G-1	Surveys of representatives of the business sector <small>49 / 100 characters</small>	No	1.4	3,000.00
1. Lithuanian Innova	Events/meetings	CAT4-PP1-A-1	XChange meetings <small>16 / 100 characters</small>	No	1.5 2.2 3.2	3,000.00
2. North Denmark E	Events/meetings	CAT4-PP2-A-1	XChange meetings <small>16 / 100 characters</small>	No	1.5 2.2 3.2	3,000.00
3. Tampere Univers	Events/meetings	CAT4-PP3-A-1	XChange meetings <small>16 / 100 characters</small>	No	1.5 2.2 3.2	3,000.00
5. Tartu Science Pa	Events/meetings	CAT4-PP5-A-2	XChange meetings <small>16 / 100 characters</small>	No	1.5 2.2 3.2	3,000.00
6. Hanse-Parlament	Events/meetings	CAT4-PP6-A-2	XChange meetings <small>16 / 100 characters</small>	No	1.5 2.2 3.2	3,000.00
<b>Total</b>						126,120.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
7. CONNECT Latvii	Events/meetings	CAT4-PP7-A-2	XChange meetings <small>16 / 100 characters</small>	No	1.5 2.2 3.2	2,000.00
6. Hanse-Parlament	Events/meetings	CAT4-PP6-A-2	Partners meeting <small>16 / 100 characters</small>	No	2.1	3,000.00
1. Lithuanian Innova	Communication	CAT4-PP1-C-2	video material <small>15 / 100 characters</small>	No	2.2	5,000.00
1. Lithuanian Innova	Events/meetings	CAT4-PP1-A-2	Closing dissemination event <small>27 / 100 characters</small>	No	3.2	5,000.00
1. Lithuanian Innova	National control	CAT4-PP1-F-2	FLC costs <small>9 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	1,500.00
2. North Denmark E	National control	CAT4-PP2-F-2	FLC costs <small>9 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	9,000.00
6. Hanse-Parlament	National control	CAT4-PP6-F-2	FLC costs <small>9 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	1,500.00
4. Institute of Math	Other	CAT4-PP4-G-2	External services - travel and accomodation for target groups representatives <small>78 / 100 characters</small>	No	1.1 1.2 2.1	3,000.00
<b>Total</b>						<b>126,120.00</b>

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
1. Lithuanian Innova	Communication	CAT4-PP1-C-3	Communication and dissemination costs (design, editing, printing, media subscriptions etc.) <small>91 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	2,000.00
<b>Total</b>						126,120.00

### 7.1.2 Equipment

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
1. Lithuanian Innova	Office equipment	CAT5-PP1-A-0	Laptop <small>6 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	1,500.00
2. North Denmark E	Office equipment	CAT5-PP2-A-0	Laptop <small>6 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	1,500.00
<b>Total</b>						9,000.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
3. Tampere Univers	Office equipment	CAT5-PP3-A-0	Laptop <small>6 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2 N/A	1,500.00
4. Institute of Math	Office equipment	CAT5-PP4-A-0	Laptop <small>6 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	1,500.00
5. Tartu Science Pa	Office equipment	CAT5-PP5-A-0	Laptop <small>6 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2 N/A	1,500.00
6. Hanse-Parlament	Office equipment	CAT5-PP6-A-0	Laptop <small>6 / 100 characters</small>	No	1.1 1.2 1.3 1.4 1.5 2.1 2.2 3.1 3.2	1,500.00
<b>Total</b>						9,000.00

### 7.1.3 Infrastructure and works

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
Please select	Please select	CAT6-PP--01	 <small>0 / 100 characters</small>	Please select		0.00
<b>Total</b>						0.00

### 7.2 Planned project budget per funding source & per partner

No. & role	Partner name	Partner status	Country	Funding source	Co-financing rate [in %]	Total [in EUR]	Programme co-financing [in EUR]	Own contribution [in EUR]	State aid instrument
1-LP	Lithuanian Innovation Centre	Active 22/09/2022	LT	ERDF	80.00 %	314,832.00	251,865.60	62,966.40	For each partner, the State aid relevance and applied aid measure are defined in the <b>State aid section</b>
2-PP	North Denmark EU Office	Active 22/09/2022	DK	ERDF	80.00 %	496,110.00	396,888.00	99,222.00	
3-PP	Tampere University of Applied Sciences Ltd	Active 22/09/2022	FI	ERDF	80.00 %	359,204.00	287,363.20	71,840.80	
4-PP	Institute of Mathematics and Computer Science, University of Latvia (IMCS UL)	Active 22/09/2022	LV	ERDF	80.00 %	289,559.90	231,647.92	57,911.98	
5-PP	Tartu Science Park	Active 22/09/2022	EE	ERDF	80.00 %	284,924.00	227,939.20	56,984.80	
6-PP	Hanse-Parlament e.V.	Active 22/09/2022	DE	ERDF	80.00 %	383,416.00	306,732.80	76,683.20	
7-PP	CONNECT Latvija	Active 22/09/2022	LV	ERDF	80.00 %	150,000.00	120,000.00	30,000.00	
<b>Total ERDF</b>						<b>2,278,045.90</b>	<b>1,822,436.72</b>	<b>455,609.18</b>	
<b>Total</b>						<b>2,278,045.90</b>	<b>1,822,436.72</b>	<b>455,609.18</b>	

### 7.3 Spending plan per reporting period

	EU partners (ERDF)		Total	
	Total	Programme co-financing	Total	Programme co-financing
Preparation costs	24,000.00	19,200.00	24,000.00	19,200.00
Period 1	308,600.00	246,880.00	308,600.00	246,880.00
Period 2	534,550.00	427,640.00	534,550.00	427,640.00
Period 3	532,886.00	426,308.80	532,886.00	426,308.80
Period 4	512,454.00	409,963.20	512,454.00	409,963.20
Period 5	175,942.00	140,753.60	175,942.00	140,753.60
Period 6	189,613.90	151,691.12	189,613.90	151,691.12
<b>Total</b>	<b>2,278,045.90</b>	<b>1,822,436.72</b>	<b>2,278,045.90</b>	<b>1,822,436.72</b>