

Launch of an Open Call for the IN-4-AHA Living lab testing scheme! Receive support for scaling up an innovative solution for active and healthy ageing.

- Do you have an innovative solution for active and healthy ageing?
- Do you want to scale it up and expand outside your home market?
- Do you want to test it in co-creation with users in real-life environments in living labs in two fairly different European countries?
- Do you want to receive coaching for your idea from an international coaching team?

If your answer is yes, this Open Call is for you!

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BACKGROUND AND AIMS OF THE OPEN CALL

The number of elderly people is increasing worldwide. Innovation, and especially digital innovation, can play a key role in improving the quality of life of the ageing population while ensuring the resilience and sustainability of health and social care systems.

The Innovation Networks for Scaling Active and Healthy Ageing (IN-4-AHA) is a project funded under the EU Horizon 2020 programme to address these challenges. The objective of the IN-4-AHA project is to facilitate the scale-up of innovative solutions for active and healthy ageing across the EU.

This Open Call offers testing opportunities and business coaching for innovative and scalable solutions to achieve active and healthy ageing. User-centred cross-border testing will be done in e-environments and physical spaces in Finland and Spain. We define scaling up as *“deliberate efforts to increase the impact of innovations successfully tested in pilot or experimental projects so as to benefit more people”* (Practical guidance for scaling up health service innovations. WHO 2009, 1).



We reserve the right to make changes.



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BENEFITS FOR THE FINALISTS AND ALL ELIGIBLE APPLICANTS

Five projects/solutions to achieve active and healthy ageing will be selected for testing in the IN-4-AHA consortium's living labs based in South Savo, Finland, and Galicia, Spain, which are among the regions in Europe with the highest life expectancy. The five finalists will receive integrated business coaching from a team of international experts, user-centred testing opportunities, and evaluation reports from the two living labs.

Both the Xamk Active Life Lab (ALL) in Finland and CSG in Spain are high-level living lab environments.

- The high-class facilities of ALL offer opportunities to measure the effectiveness of activities targeted to improve human wellbeing, such as advanced physiological and biomechanical analyses during exercise and at rest, but the testing environment can also be the end-users' daily life.
- The services of CSG consist of testing the products/services at the end-user level under the person-centred care (PCC) approach (independence, autonomy, individuality, comprehensiveness, participation, social inclusion, social impact, etc.).

Moreover, the IN-4-AHA network partners may refer all eligible solutions to their innovation and business support schemes.

THE APPLICANTS AND SOLUTIONS WE ARE LOOKING FOR

Start-ups, small and medium-sized enterprises, large companies, universities, research and technology centres and other organisations that have a scalable digital or technology-supported innovative solution for active and healthy ageing can apply. The applicant must be legally registered in a member state of the European Union or in a Horizon 2020 associated country.

The solution has to be in its growth stage, have a working minimum viable product (MVP), a scaling customer acquisition and revenue, and be looking for support to validate the technology and business model and scale for a higher take-up by users, including the readiness to enter a new market.

The end-users of the solution have to be seniors (65 years or older), formal or informal caregivers of seniors, or organisations providing services to seniors. The solution must be relevant in the context of health or care for the elderly and be targeted to end-users or beneficiaries.

We are particularly looking for mHealth solutions for active and healthy ageing, or solutions for smart age-friendly homes and independent living, and chronic disease management. The solutions will be evaluated based on the following criteria: scalability, solution, team behind the solution and business potential. Particularly in the context of scaling up, testing explores the feasibility of implementing the innovation on a large scale (WHO 2009, 2).



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EVALUATION CRITERIA

Thresholds:

- The eligible applicant is legally registered in a member state of the European Union or in a Horizon 2020 associated country.
- The eligible solution is a digital or technology-supported innovation for active and healthy ageing.

1–5 points are awarded to the following criteria:

Team behind the solution (weight 25%)

- *Clear vision and strategy.*
- *Skills and competences. Motivation, experience and reputation of the team, advisors and networks. Strengths versus weaknesses of the team.*
- *User-orientation. Understanding users' capacities and limitations.*
- *Access to financial and technical resources.*

Solution (25%)

- *Novelty of the solution. IPR.*
- *PCC (person-centred care) focus.*
- *Minimum viable product (MVP) offered to real users.*
- *Technological maturity: technology readiness level (TRL) 5 or higher.*
- *Investment readiness.*

Scalability (weight 25%)

- *Credibility: based on sound evidence. Service tested in pilot or experimental projects or available in the market with real users.*
- *Observability: potential users see the results in practice. Feasibility for the users.*
- *Relevance: addresses persistent problems.*
- *Relative advantage: better than existing practices, costs < benefits.*
- *Easy to install and understand.*
- *Compatibility with the potential users' values, norms and facilities.*
- *Testability without complete adoption when results are not yet seen. Impact of the testing on scaling. ("CORRECT" adapted from WHO 2009, 11)*
- *Quality of the plan for scaling and testing.*

Business potential (weight 25%)

- *Market needs and trends. Is the market opportunity limited or propelled by trends?*
- *Size and growth of the potential market. Similarities and differences in European markets.*
- *Probability that the business will produce revenues when scaling up.*
- *Current and potential market share, current and potential number of users. Is the growth accelerating?*
- *Loyalty of users.*



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SUMMARY OF THE BENEFITS FOR THE FINALISTS AND ALL APPLICANTS

- The five finalists will receive testing opportunities and business coaching for scaling up. They will receive feedback based on the user-centred testing in Finland and in Spain as well as business coaching from an international coaching team.
 - In Finland: Report (5–15 pages) regarding the product/service effectiveness, including scientific background, aim, methods, results, discussion and conclusions, and the core current advantages and developments suggested for the project/solution. The results will be discussed with the finalist to make sure that all the results and conclusions are understandable. (Estimated value of the report and testing up to €8000.)
 - In Spain: Product/service evaluation report with a multidisciplinary and user-centred research methodology to discover new uses and opportunities, improving the initial results and expectations of the product or service. (Estimated value of the report, depending on the number of the different groups of users who test it, from €3000 to €6000).
 - Business coaching builds on the needs analyses done based on preliminary discussions with the five finalists. There will be two tailored coaching sessions and one team coaching session for all the finalists. (Estimated value of the coaching is €2000.)
- Visibility on the IN-4-AHA webpage for the five finalists.
- The IN-4-AHA network partners offer services to all the applicants eligible for their innovation and business support schemes.

WHAT DO WE EXPECT FROM THE FINALISTS?

- Participating in a preliminary discussion and giving detailed information for outlining the testing process.
- Delivering the material required for testing.
- Participating in coaching sessions.
- Following the instructions and deadlines given.
- Compliance to the IN-4-AHA Open Call Agreement.

DEADLINE AND TIMELINE

14th of May

Applications must be submitted on the ~~30th of April~~, 2021, at 23:59 CET at the latest.

- 1 April 2021: Launching of the Call
- ~~30 April 2021~~: Deadline for applications 14th of May
- From 1 to 16 May 2021: Evaluation period, requests for additional information
- 17 May 2021: Selection of the finalists
- From 17 to 28 May 2021: Preliminary discussions and agreements
- From June to December 2021: User-centred tests
- From August to December 2021: Business coaching



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SELECTION COMMITTEE

The selection committee, consisting of representatives of the IN-4-AHA partners and invited members representing end-users and business life, will score the applicants thoroughly and impartially based on technical quality and the evaluation criteria. All the members of the selection committee are impartial, i.e. not affiliated with the applicants, not allowed to give out the information, and agree to follow the Terms of Confidentiality of the project.

DISCLAIMER

The selection committee will evaluate the testability of the solution in the time limit of seven months (June–December) and with the locations, devices and target groups available in the Xamk ALL and CSG living labs.

LANGUAGE

English is the official language of the call. Applications must be completed in English.

LINK TO THE APPLICATION FORM

Online Open Call Application form: <https://link.webropolsurveys.com/S/E884E897023D1B2E>

FURTHER INFORMATION AND LINKS

Testing sites

- Xamk, Finland: <https://www.xamk.fi/en/rdi/active-life-lab/>
 - [Testing services in Xamk Active Life Lab \(pdf\)](#)
- CSG, Spain: <https://clustersaude.com/en/>
 - [Testing services in CSG \(pdf\)](#)

Ethics requirements: The informed consent templates used for testing activities will be translated into Spanish, Galician and Finnish and they will be available for the testing organisations.

Descriptions of services offered to all eligible applicants will soon be available **on the IN-4-AHA website**.

Data protection announcement

- IN-4-AHA: <https://www.xamk.fi/wp-content/uploads/2021/04/data-protection-policy.pdf>
- Xamk: <https://www.xamk.fi/en/xamk2/data-protection-announcement/>

More info: opencalls.in4aha@tehnopol.ee



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