



**SEAS  
2 GROW**

SILVER ECONOMY ACCELERATING STRATEGIES

A project supported by

**Interreg**   
**2 Seas Mers Zeeën**  
Fonds Européen de Développement Régional



# AgeTech Accelerator Strategic Action Plan

The Cross-border Living Lab Accelerator  
resulting from the Seas 2 Grow project

## Project partners:



## Observer partners:



## BACKGROUND: AGEING AND THE SILVER ECONOMY



An ageing population represents one of the key challenges of our times. As the population ages, their health and social care needs increase. At present, the systems/goods and services that serve these needs have been devolved to regional and local governments; to a mixture of private and public health services and care institutions; to voluntary organisations and NGO's; as well as to communities, families and to individuals themselves. The sector is also served by an extensive network of associated organisations, such as healthcare clusters, housing associations, living labs, research institutions, among others. On top of the distributed nature of this market, there are extensive regulatory and governance frameworks that must be adhered to, as well as complex financial and supply chain structures.

While the health and social care needs of the ageing population are mostly uniform across local, national, and international populations, the policies and solutions put in place to support them are not.

In terms of what older and vulnerable people need to support them and enable them to remain independent, there is consensus as to what these are at the point of care level. However, keeping sight of these through this complex landscape, to ensure that the goods and services provided match the needs of the service user is more challenging.

New technologies that support this sector are mostly represented by small SME's, many of whom do not expand beyond their regions. The scale of the need for Silver Economy goods and services continues to grow, and with it the necessity to fill the gap in this market by supporting the development and implementation of products that meet this need.

## AGETECH ACCELERATOR NATIONAL AND INTERNATIONAL STRATEGIC ACTION PLANS



The AgeTech Accelerator is a regional innovation hub of cooperating organisations (care & welfare, industry, regional government, research & education and investors), which is specifically set up for faster development and large scale implementation of ICT related products and services for ageing and care.

AgeTech Accelerator International is the international umbrella organisation with the national accelerators as partners and all cooperation organisations as member organisations and associate partners.

AgeTech Accelerator International **accelerates** the development and deployment of innovative products and services, **empowers** all involved stakeholders and **creates** the optimal climate for tech companies **to scale** with programs and initiatives for improving access to the specific ageing & care markets, capital and personnel.

For this, we help outstanding tech companies with disruptive thinking and solutions:

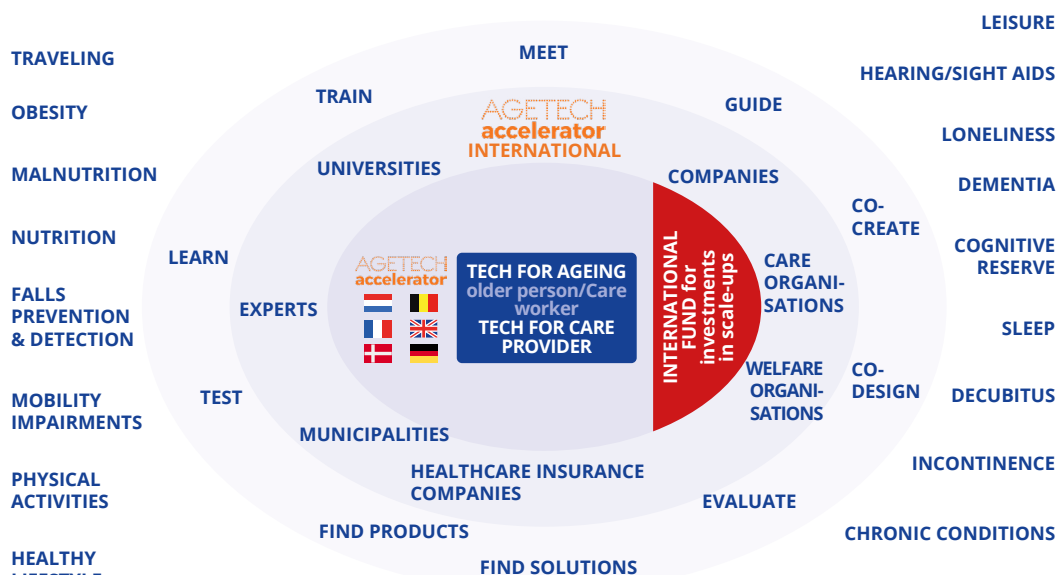
- **Collect insights, literature, opinions of experts** of all stakeholders and bring that in a permanent data base, accessible for all companies.

We accelerate the growth of successful deployments by sharing knowledge and plugging gaps with new programs and initiatives across different sectors, disciplines and domains

- **Connect the companies with care organisations** on all possible levels, including the day to day hands on care workers.
- **Connect the companies with relevant tech leaders** at universities and in larger companies.

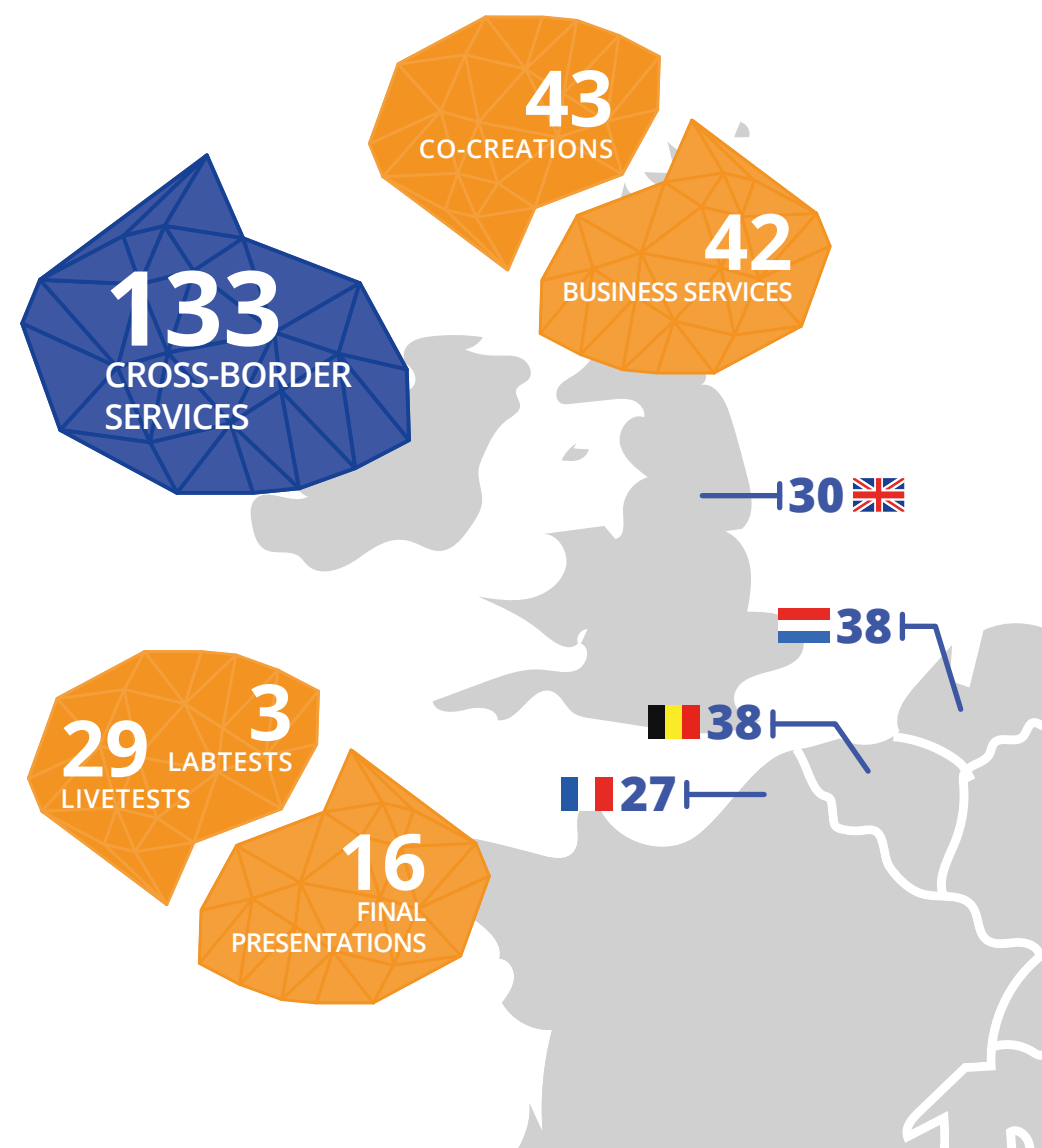
## SILVER ECONOMY

- HEALTHY AGEING
- INDEPENDENT LIVING
- END OF LIFE CARE



AGETECH  
accelerator

Currently, the AgeTech Accelerator has worked with 34 companies, 40 local and regional authorities, and successfully provided 133 cross border services. There was considerably more interest in Accelerator Services, than initial capacity allowed, and the work has led to the establishment of a network of 4 national Accelerators in the Netherlands, in France, in Belgium, and in the United Kingdom, forming part of a Silver Economy Alliance: **AgeTech Accelerator International**.



## WHAT'S THE BENEFIT FOR COMPANIES?

These 4 companies were able to develop their project by relying on the services of AgeTech Accelerator.



> **Wolk** Airbag uses captors and airbags to protect from hip fractures if the elderly falls.

<https://www.wolkairbag.com/particulier/>



> **YOURmeds** pack organises medication with easy-to-read coloured labels and clearly numbered boxes. It is also a mobile device that clips to the pack and alerts visually and audibly when it's time to take meds.

<https://www.yourmeds.net/>



> **Entusia** panties are made with a new type of fiber for absorption. Each boxer/undergarment contains a bandage - absorbent - incorporated into the boxer/undergarment. It absorbs urine very quickly, while odours are neutralized.

<https://www.entusia.be/?lang=fr>



> **Dynseo** develops gaming applications for the elderly, to bring them well-being and help them.

<https://www.dynseo.com/>

## A STRONG INTERNATIONAL AMBITION



These activities are carried out cross-border, both nationally and internationally. A national AgeTech Accelerator is physically present in a certain geographical area with several locations, where the various activities like co-creation and evaluations are taking place.

We will build a strong virtual community of care and welfare organisations, companies and institutes for education and training in these regions. In addition to the living lab services and community building, there is an international Investment Fund. This fund will invest in scale-ups and supply seed money to start-ups which should facilitate strong growth, scaling and successful developments.

### BECOME A MEMBER

- > Everybody, individual and organisation, working in the field of wellbeing, care, ageing, technology can become a member of the community.
- > Members will meet frequently, both online and in smaller physical settings, as well as in larger annual conferences. Visiting and training programmes will be developed and offered in or close to the field and living labs of the regional AgeTech Accelerator.



CONTACT:

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