

**SILVER ECO AND AGEING WELL INTERNATIONAL AWARDS – TOKYO EDITION:
Promoting ageing well products, solutions, services and innovations around
the world!**

Paris, 18th October 2018

After the great success of the first Edition in Paris, a new edition of the SilverEco® and Ageing Well International Awards will take place in Tokyo, on Spring 2019. On the occasion, the best worldwide products, solutions, services, innovations, and best practices in the field of Ageing Well will be awarded.

The SilverEco® and Ageing Well International Awards aim to bring together all Silver Economy international stakeholders on the account of a gala event. The Awards Ceremony takes place in a different country each year. For this edition, the Awards will take place at the heart of the Japanese metropolis, Tokyo.

Ageing Well Japan Study Tour

On the occasion of the SilverEco and Ageing Well International Awards a unique tour to discover the Silver Economy “made in Japan” will be organized. The study tour will take place from Tuesday 11th to Saturday 15th June 2019. The study tour aims to give attendees an insight into the financial, technical and cultural aspects regarding demographic transition in Japan, the first super ageing society in the world.

**SilverEco and
Ageing Well
International Awards** **東京**
Tokyo edition

The tour will examine pioneering examples, sites and conceptual approaches in the thriving field of the Japanese Silver economy. As part of the delegation participants will benefit from a unique international networking opportunity.

The best international ageing well solutions awarded

The SilverEco® and Ageing Well International Awards Ceremony will take place on the **13th of June 2019** at the Global Business Hub Tokyo, during the study tour. Each year, during the Awards Ceremony the best international products, solutions or initiatives in the field of the Silver Economy are awarded.

Every company, non-profit organization, foundation, NGO, government agency leading a project, a solution, a product or a service Ageing Well related is invited to become a candidate: <http://www.silvereco.org/awards/contact/>

Projects will be assessed and analyzed by an international jury, formed by experts acting in the field of the Silver Economy and ageing well. Jury members and experts will judge the applications according to the evaluation criteria established by the organizational committee. See here below the jury members for the Tokyo edition of the Awards: <http://silvereco.org/awards/jury-members-and-experts-of-the-silvereco-and-ageing-well-awards/>

The Awards ceremony

In the last Paris Edition the Awards were organized as part of the French event of the Silver Night. In that context 1,500 professionals and business stakeholders gathered, not only to discover the best products, services, and initiatives of the year, but also to discuss, exchange and network about the ageing-well best practices.

Registration is open and free of charge for all professional and B2B Silver Economy and Ageing Well players: <http://www.silvereco.org/awards/registration/>

All the Silver Economy and ageing well players are invited to apply to the Silver Economy and Ageing Well International Awards:

- They will have the opportunity to present their project to a Jury of international Silver Economy experts;
- They will gain targeted visibility, reinforcing their brand image and actions at an international level;
- Their project will be presented on all of the event's communication platforms;
- They will be in contact with worldwide Ageing Well and Silver Economy stakeholders and decision makers;
- Winners will be invited to the International Awards Ceremony, this year taking place in Tokyo;
- And last, but not least: all candidates will be involved in creating a better Ageing Well World.



For further information, please visit the event's website or watch the video of the previous edition:

- www.silvereco.org/awards
- <https://youtu.be/IUTVkwOT2uY>
- Here you can download the Application Form:
http://www.silvereco.org/awards/wp-content/medias/2018/10/Application_Form_SilverEco_and_Ageing_Well_International_Awards_Tokyo-June-2019.pdf
- For more information on the Ageing Well Japan Study Tour:
<http://www.silvereco.org/awards/japan-ageing-well-tour/>

What is Silver economy?

The share of global population over age 60 is likely to rise to historically unprecedented levels. According to the latest estimates, by 2050 there will be two billion people 60 and over (22% of world population). In 2050, world population is projected to be 3.6 times larger than it was in 1950. The Silver Economy is often referred to as the economy of ageing well. It is a cross-market focusing on the products, solutions or services for the elderly: home accommodation, transport, food industry, insurance, robotics, health and e-health, communications, Internet, sports and leisure.

About On Medio / SilverEco.org

SilverEco.org, the international portal of the Silver Economy was founded in 2007 by Jérôme PIGNIEZ, an ageing well expert. Given the lack of professional information about the ageing well and the demographic transition, this portal was founded in order to provide high quality content for professionals, institutions, users and caregivers in need of such information. The main objective is to inform, providing accurate information regarding the Silver Economy sector. The editorial staff publishes news and articles regarding all fields of the Silver Economy: robotics, healthcare, e-health, transports, accommodation, connected devices, sports, etc. Moreover, SilverEco.org aims to inform and allow industries or service providers to expose and present their innovations, technologies and solutions dedicated to the autonomy and ageing well of the elderly.

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