

**LAUNCH OF SILVER COMMUNITY TEST-BED PROGRAMME TO
ENCOURAGE PRODUCT DEVELOPMENT FOR AGEING-IN-PLACE AND
ACTIVE AGEING**

The Silver Community Test-Bed Programme is a new platform to encourage industry and educational and research institutions to develop products for seniors. Age-friendly products will be test-bedded in HDB flats to gather feedback and improve their design. The programme also seeks to raise public awareness of products that can help seniors enjoy independent and high quality lives.

1. The Silver Community Test-Bed Programme was launched today by Minister for Community Development, Youth and Sports, Dr Vivian Balakrishnan, at the Silver Industry Conference and Exhibition. The programme will, for the first time, provide industry players and other institutions the opportunity to test-bed their products in volunteer HDB households with at least one elderly family member.
2. The Silver Community Test-Bed Programme is a milestone in Singapore's efforts to prepare for an ageing population. Complementing ongoing efforts to improve ageing-in-place and active ageing in Singapore, the Programme hopes to raise awareness among seniors and their families of the range of products and services that can enhance the quality of life of seniors at home. The Silver Community Test-Bed Programme will also help build up a silver industry in Singapore, with the region as its market. Some age-friendly products, ranging from innovative household items, bathroom fittings and furniture, to high-tech prototypes from A*STAR (Agency for Science, Technology and Research), will be featured in the SmartHome area at the Silver Industry Exhibition held at Level 4 of the Suntec City Convention and Exhibition Centre on 12 and 13 Jan 08.

3. A call for proposal will be issued on 12 Jan 08. The public, including private companies and educational and research institutions, will be invited to apply for their products to be test-bedded. Applications will be assessed based on the affordability, user-friendliness, and ease of maintenance of the product. Successful applicants will be able to tap on seed-funding, which will range from 30% to 80% of the cost of the test-bed and market feasibility studies, up to a cap of \$300,000 per product. \$3 million has been set aside for this test-bed programme. The deadline for the first round of applications is 1 Apr 08, and a subsequent round can be expected to be held in the second half of 2008. The programme will be carried out over the next two years from Jun 08.

4. This Silver Community Test-Bed Programme comes under the Silver Industry Committee, which was formed by the Government in Nov 06 to promote the growth of the silver industry in Singapore. The committee is chaired by Mr Philip Yeo, Special Advisor for Economic Development in the Prime Minister's Office. Chairing the Silver Community Test-Bed Programme is Ms Chong Siak Ching, President and CEO of Ascendas Pte Ltd, with the involvement of public agencies including A*STAR, HDB, SPRING Singapore, MCYS and representatives from the business and people sectors, including the Council for Third Age.

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Annex A: Fact sheet on the Silver Community Test-Bed Programme

Annex B: Application Form (available at www.mcys.gov.sg)

Silver Community Test-Bed Programme Fact Sheet

Background

Asia is ageing rapidly. An ageing population presents both challenges as well as opportunities. The Silver Industry Committee, chaired by Mr Philip Yeo, has been tasked to look at harnessing the economic potential of an ageing Asia. One key deliverable for the Committee has been to organise the Silver Industry Conference and Exhibition (SICEX) on 10-13 Jan 08, to raise public awareness of the opportunities of ageing. SICEX will be an annual event, in partnership with the Council for Third Age¹.

The Silver Industry Committee also aims to explore ways to enhance the living environment for seniors in HDB housing. In this context, the Committee has embarked on the Silver Community Test-Bed Programme to offer companies, government agencies, education and research institutions, a platform to test-bed age-friendly technology, prototypes and products. Seed funding will be provided to facilitate the test-bed. Ten volunteer HDB households have been invited to participate in this programme over the next two years.

1. Funding Principles

Applicants to the programme can apply for seed funding. The general funding principles are as follows:

i) Type of Projects

In general, technologies in the prototyping stage and commercial products that are not widely available to the Singapore market are eligible to apply for funding. Companies that would like to test-bed their products in HDB flats to solicit user feedback on the viability of their products are eligible to apply under this scheme. Research organisations and academic institutions whose age-friendly assistive technologies that are close to commercialisation are welcome to test-bed their technologies in a real environment to obtain user feedback for further refinement.

ii) Co-funding Principle

The Silver Community Test-Bed Programme will adopt a co-funding principle. Successful projects that are selected to be test-bedded in selected HDB households can be funded on a co-sharing basis. Seed funding will range between 30% to 80% of the cost of the test-bed (including installing and provision of the product, maintenance/servicing, product refinements) and for

¹ The Council for Third Age was established in May 07 to champion active ageing in Singapore. Part of its mission is to promote choice for seniors, including commercial choice, and to serve as a demand aggregator for the silver market.

market feasibility studies, whilst the successful applicants will be responsible for the remaining funding of the total project cost (in cash or in-kind).

Companies with ready commercial products and wish to leverage on this opportunity to test-bed their products under this scheme are welcome to apply, but only minimal funding (such as installation costs) will be allocated for successful applicants.

iii) Funding Limit

Each successful application can expect to receive seed funding up to a cap of S\$300,000. \$3 million has been set aside for this programme.

iv) Project Evaluation

An Evaluation Panel, chaired by Ms Chong Siak Ching, CEO Ascendas, will be convened to evaluate the viability of technologies or products to be test-bedded and to allocate the seed funding.

2. Evaluation Criteria

Generally, the projects must demonstrate the following:

i) Clear and succinct articulation of the product or technology

- Description of the product or technology
- How the product or technology is elderly-friendly in terms of use
- The extent to which the product or technology can promote and enhance active ageing and ageing-in-place
- Evidence of novelty, IP ownership, usability and safety

ii) Simple Instructions on the use and maintenance of the product

- Is there any training required for the client?
- Assumptions (if any) to be made on the usage of the product or technology (e.g: Need for broadband smart phones)
- Estimation of utility bills and other operating costs (OOE) that will be incurred by the elderly and whether the participating organization (company, research organization, academic institution) is willing to defray these costs
- Clear articulation of the maintenance requirements of the test-bedded product or technology. If the participating organization is able to undertake maintenance works of the test-bedded product or technology, it has to be clearly specified in the proposal.

iii) Objective and proposed duration of the test-bed

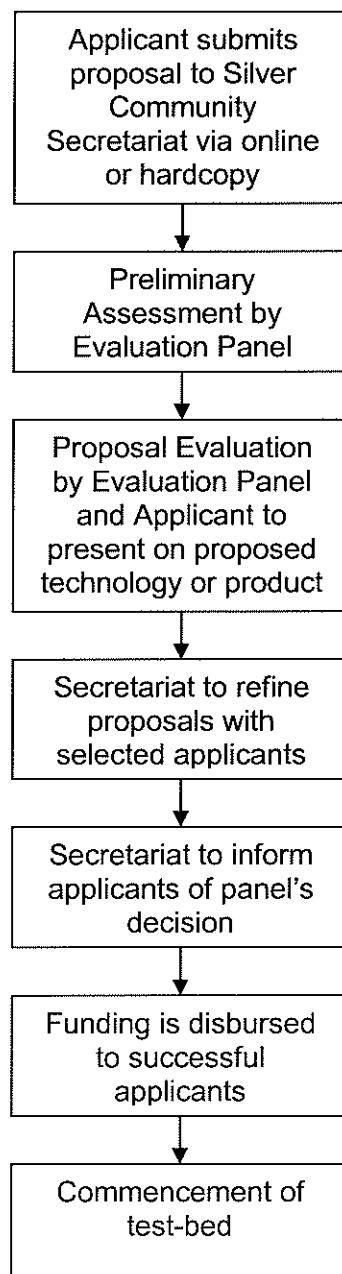
- Articulate the objective of test-bedding of the particular product or technology
- Proposed duration of the test-bed

iv) Viable business proposition or commercialization plan

- Clear articulation of proposed commercialization plan if the pilot is successful

Application Process

The first call for proposal will be issued on 12 Jan 08 and the subsequent call can be expected to take place in the second half of the year. Applicants can download the application form from the MCYS website (www.mcys.gov.sg) and Council for Third Age website (www.c3a.org.sg) . Completed proposals should be submitted to the Secretariat via e-mail submission or hardcopy submission through mail. The following flow chart shows the application process:



4. Indicative Timeline

Date	Activity
12 Jan 08	• Announcement of Silver Community Test-Bed Programme by Minister Vivian Balakrishnan at the Silver Industry Conference and Exhibition 2008 • First Call for Proposal
1 Apr 08	• Deadline for first round of submissions
Apr - May 08	• Proposal Evaluation by Evaluation Panel and presentation on proposed technology or product by applicants
Jun 08	• Award of funding for successful applicants and commencement of test-bed

5. Evaluation Panel

The Evaluation Panel makes the final decision on all applications.

The panel will be chaired by Ms Chong Siak Ching, CEO Ascendas and comprises the following agencies:

- Agency for Science, Technology and Research (A*STAR)
- Council for the Third Age (C3A)
- Housing Development Board (HDB)
- Ministry of Community Development, Youth and Sports (MCYS)
- Business association (s)
- SPRING Singapore

Applicants which have been approved for funding are required to complete a Letter of Acceptance before seed funding is disbursed. All successful applicants are required to submit quarterly reports and will be required to undergo annual reviews (if the pilot duration is more than a year).

Submission of Applications

Applications can be sent to:

The Silver Community Secretariat
(Attention: Miss Huang Yuanqin Chloe)
Ministry of Community Development, Youth and Sports
510 Thomson Road
#10-02 SLF Building
Singapore 298135

6. Point-of-Contact

For further queries, please contact:

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