



**Asia-Pacific
Economic Cooperation**

Call for Nominations – Workshop Participants and Speakers

The Role of Standards and Innovation for Driving
APEC's Silver Economy

APRIL 4–5, 2017 – SYDNEY, AUSTRALIA



Background

Populations across APEC member economies are ageing at unprecedented levels. This phenomenon is not only a major challenge for societies but is a significant untapped market opportunity for driving new business growth, innovation, and job creation. With the onset of ageing populations, there is going to be a need for new and innovative products, services and technologies to support active and healthy ageing. The “Silver Economy” refers to ageing populations, and the growing demand for age-friendly products and services from governments (at all levels), private and not-for-profit sectors. Standards and innovation that support independent living and new technologies are important catalysts for fostering and facilitating the Silver Economy.



Market opportunities will grow in the following areas:

Preventative Healthcare	Health Monitoring	Telehealth
eHealth	Security & Safety	Diagnosis & treatment
Accessibility	Mobility Systems	Medical Devices
Diet & Nutrition	Workforce Planning	50+ Employment
Reskilling and Training	Lifelong Learning	Housing
Assistive Technologies	Home Services	Sensor Technologies
Electric Mobility	Driverless Cars	Travel & Leisure
Beauty & Cosmetics	Physical Fitness	Financial Services

As indicated in the table above, the silver economy will impact most sectors of APEC’s economy.

In recognition of the importance of the silver economy to APEC’s long-term societal and economic future, Australia is leading an APEC SCSC sponsored The Role of Standards and Innovation for Driving APEC’s Silver Economy project (SCSC 01 2016S). The initiative will help identify and address the issues, challenges and opportunities arising for the need for age-friendly goods, services and technologies. It will also provide opportunities for closer collaboration and co-ordination amongst APEC economies. Uniquely, this APEC project looks at the silver economy from largely a standards and innovation lens.

National Standards Bodies (NSBs) now have an opportunity to engage with key silver economy stakeholders to discuss key issues, challenges and opportunities as well as recommend solutions.

As part of the silver economy project, Standards Australia with the support of the APEC Project Steering Group has conducted a stakeholder survey and is preparing an *Issues Paper* ahead of the April 2017 workshop. The Issues Paper will be published prior to the workshop and available in hard and soft copy formats.

Objectives of the APEC Workshop

Standards Australia and the Department of Industry, Innovation and Science, Australian Government, are organising a two day **APEC Silver Economy workshop**, from 4–5 April 2017 in Sydney, Australia.

The APEC workshop will bring together key stakeholders who want to examine the current and future role of standards and innovation to help older persons live active and healthy lives in their own homes and communities for longer.



The workshop objectives are to:

1. Share information and insights and discuss the recent **APEC Silver Economy** survey findings on **Standards and Innovation** related to ageing societies;
2. Discuss key questions and issues from the **Silver Economy Issues Paper**;
3. Discuss views and experiences on how NSBs, innovators and other key stakeholders can best support APEC member economies to take advantage of the emerging silver economy (including identifying standards in priority work streams which may lead to the development of new standards that address the linkages of standards and innovation), and
4. Develop actionable recommendations for APEC at the regional and individual member economy levels – contribute to an APEC Silver Economy Standards and Innovation Framework to assist APEC member economies to realize the economic and social potential of the silver economy.

The workshop also aims to facilitate networking of SME representatives, NSBs, industry associations and professional organisations across the APEC region. Although many opportunities and challenges vary across APEC economies, sharing different perspectives will provide a baseline for developing a “*Silver Economy Standards and Innovation Framework*” and individual action plans. Moreover, workshop participants will discuss how NSBs, innovators and other stakeholders can further collaborate on promoting silver economy driven innovation and standards solutions.

Workshop questions for consideration

- Will APEC will be able to sufficiently respond to the new needs and demands of ageing societies, or should we also think of new approaches and market based solutions?
- What are the key issues and challenges facing APEC member economies in relation to developing a silver economy that could be addressed by voluntary international standards?
- What impact is the lack of standards development participation, technical convergence and regulatory coherence within APEC having on fostering innovation solutions for supporting the silver economy?
- What are key outcomes that APEC could aim for in the medium to long-term to promote the silver economy? - Do we need an APEC silver economy standards and innovation roadmap?

Who Should Attend?

A diverse range of participants are invited to attend the workshop, including SME representatives, innovators, technology start-ups, National Standards Bodies (NSBs), industry associations, research organisations, governments, regulators and APEC officials. The workshop will be held at Standards Australia's offices in Sydney, Australia. Details are outlined on the [registration page](#).

Note: participation in this workshop is by invitation only.

Funding for Speakers and Participants

Australia will provide travel assistance for representatives from selected eligible APEC economies (up to two persons; **one NSB representative** and **one industry representative**). Financial assistance will cover the costs of airfares, accommodation and a per diem allowance for attending the two day workshop which will be held in Sydney, Australia on **4–5 April 2017**. The following eleven APEC member economies are considered “travel-eligible”: **Chile; China; Indonesia; Malaysia; Mexico; Papua New Guinea; The Philippines; Peru; Russia; Thailand** and **Viet Nam**.

Note: Funding will also be available for approved speakers/presenters from other APEC member economies.

Any workshop participants who are either self-supported or attending from a non-travel-eligible member economy, you are kindly asked to make your own travel related arrangements to attend the workshop.



Involvement and Next Steps

The workshop has been specifically designed to ensure that APEC NSBs can maximise opportunities to work with their industry representatives, civil society organisations and other silver economy stakeholders to better understand the opportunities presented by the emerging silver economy.

We ask that each NSB representative identify a relevant industry organisation, association or stakeholder(s) that would like to present at the 2 day workshop and/or provide a case study ahead of the workshop. We are keen to canvas as many APEC member economies to ensure the project represents a broad cross section of government, industry, innovator and consumer related interests with a focus on the role of standards and innovation. In addition, each NSB is asked to nominate an appropriate staff member who will be the main contact for their organisation for this workshop and participate in the workshop. Please nominate your NSB and key stakeholder contacts to Standards Australia by no later than **Friday, 17 March 2017**.

Further Information

For additional information on the APEC silver economy project, two day workshop and how interested parties can get involved please contact:



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