Transforming the future economy with technology
for the care of older people (+60) in LAC

Call for Proposals:
"Silver Region Program"

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1. Background

The Silver Economy has been defined by the Inter-American Development Bank (IDB) as that subset of the global economy associated with the demographic change brought about by population aging, focused on the needs and demands of older people (60+ years)[1]. Latin America and the Caribbean (LAC) is the region experiencing the fastest aging in the world. By 2050, more than one in four people (27.5%) will be 60 years old or older[2]. The transition from 10% to 20% will take only 28 years, compared to 30 years in Asia and more than 60 years in Europe and North America. All these figures suggest that LAC needs to prepare for population aging as soon as possible[3].

For this Call for Proposals, the region defined as Latin America and the Caribbean or LAC comprises the following jurisdictions: Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Chile, Costa Rica, Colombia, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Surinam, Trinidad & Tobago Uruguay and Venezuela.

Population aging presents the challenge of addressing the increasing demand for pension benefits, medical services, and long-term care services. However, demographic change also provides economic development opportunities through the creation of new businesses and employment opportunities.

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[1] https://publications.iadb.org/es/la
-economia-plateada-en-america-latina-y-el-caribe-el-envejecimiento-como-oportunidad-para-la
[2] https://population.un.org/wpp/Graphs/Probabilistic/PopPerc/60plus/904
[3] https://materiais.hype50mais.com.br/tsunami-latam

Today's older people (60+ years) are more likely to continue working, studying, consuming, and enjoying better physical health than in past decades. Given the diversity and heterogeneity of older people (60+), they require a variety of services ranging from the prevention of care dependence, and the promotion of physical and mental activity, to long-term care services. Likewise, the silver economy has significant implications for gender equality, as studies show that women live longer and take on most caregiving tasks as they age[4].

Care Economy:

The demographic growth of the older people (60+ years) population increases the demand for services to prevent and manage chronic diseases, alongside the loss of autonomy increases the demand for care services. The care economy is the sector of the economy responsible for providing services that contribute to the care of the population, both paid and unpaid, and within formal and informal sectors.

It is anticipated that the demand will increase very rapidly, especially in the case of long-term care for older people (60+ years), which presents a potential for economic development in the region with the growth of the silver economy, contributing to innovation and employment in various sectors.

Considering paid caregiving work, around 90% of care workers are women. On average, women spend three times more hours than men on domestic and caregiving work. However, the considerable informality in the care sector creates a significant gap in the official economy. If this work were accounted for as part of the formal economy, it would constitute 21.4% of GDP in Latin America[5]. Therefore, it is a fundamental part of the economy, although it is still not recognized or accounted for. Many women working in the caregiving sector come from diverse groups (Afro-descendants, Indigenous people, migrants), which adds another dimension of vulnerability.

The sector is not only relevant today as an employer, but many studies indicate that it will also be significant soon. According to the International Labour Organization (ILO), it is estimated that in the next 10 years, the sector will generate 2.4 million new jobs, considering only the aging trends in Latin America and the Caribbean (LAC), as well as the growing demand for care services for older people[6].

Despite the importance of public spending on care-related services, it remains insufficient to address these inequalities. The magnitude of the necessary transformation also requires the mobilization of the private sector. A new perspective on care involves technological solutions as a comprehensive part of offering accessible, scalable, and high-quality services.

Care companies offer a variety of products and services, both on-demand and in centers, aiming to reduce the burden of unpaid care and provide training and decent employment in the sector.

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[4] https://repositorio.cepal.org/server/api/core/bitstreams/fc669008-0625-4f37-af37-5863e0a9f6e4/content
[5] https://www.undp.org/es/latin-america/blog/la-pieza-faltante-valorando-el-aporte-no-reconocido-de-las-mujeres-la-economia#:~:text=Utilizando%20datos%20de%20las%20cuentas,de%20la%20OCDE%20del%2015%25
[6] https://www.ilo.org/es/publications/envejecimiento-y-empleo-en-america-latina-y-el-caribe

Technology and IT platforms are also used to securely match employers and caregivers. However, digitalization in this sector is still in its early stages[7]. Digital platforms function as placement agencies and marketplaces but present challenges in terms of worker protection and professionalization. It is crucial to identify those platforms that seek an impact beyond financial return and that can offer real benefits to workers.

Therefore, within the framework of the program "Aging with Quality: Care Economy as an Opportunity for Innovation, Inclusion, and Entrepreneurship (ATN/ME 20055 RG)", created by the Arturo Sesana Foundation, IDB Lab—the innovation and venture capital arm of the Inter-American Development Bank (IDB), in collaboration with the IDB, the International Development Research Centre (IDRC) and the Development Analysis Group (GRADE), and with the support from Latimpacto and Innpactia, the aim is to improve and expand the supply of care services for the older people (60+ years) in Latin America and the Caribbean. To this end, the program will promote various actions in the coming years, including the *Silver Region* program, for which the following call for proposals is launched. This call is the first of three (3) calls, with the next two calls to be launched in 2025. The implementation of the *Silver Region* call is accompanied by implementing partners and providers Innpactia, Latimpacto, Grupo Impacta, and Agora Partnerships.

The following are responsible for this call for proposals:

Founding Partners:
- **IDB Lab:** The innovation laboratory of the Inter-American Development Bank, which drives innovation focused on technology and entrepreneurship.

- **Fundación Arturo Sesana**: Organization that strategically invests in social projects to contribute to the well-being of older people from a systemic approach.

- **International Development Research Centre (IDRC):** Promotes and funds research and innovation within and alongside developing regions to drive global change.

- **Group for the Analysis of Development (GRADE):** A private research center dedicated to studying economic, education, environmental, and social issues in areas relevant to the development of Peru and other Latin American countries.

Implementing Partners:

- **Innpactia:** An allied platform that connects high-impact projects with funding and training, reinventing the structure of financing for social impact.

- **Red Latinoamericana de Inversión Social y Filantropía Estratégica (Latimpacto)**: A network that connects philanthropists and social investors in Latin America with community organizations and social enterprises offering a range of investment options to improve the social, environmental, and economic life of the region's communities.

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[7] https://repositorio.cepal.org/server/api/core/bitstreams/a978ff0a-06bf-42ad-84d4-388c8ccecef4/content

Providers:

- **Agora Partnerships**: An organization whose mission is to create inclusive prosperity in Latin America by accelerating the growth of purpose-driven entrepreneurs, promoting the social innovation of growing businesses, and cultivating entrepreneurial ecosystems based on collaborative action and impact.

- **Grupo Impacta S.A.S.:** A consultant focused on the evaluation and strategic design of entrepreneurship and business development policies in Colombia.

From now on, they will be collectively referred to as "the Conveners".

2. Objective of the Call for Proposals

The objective of this Call is to attract the largest number of projects and companies with the potential to be funded, to identify and strengthen services related to the prevention of dependence, long-term care, and empowerment and training of care workers in Latin America and the Caribbean.

This purpose will be achieved through the 3 stages of the *Silver Region* program:

1. Generating knowledge about the current state of the ecosystem: Through the analysis of data collected during the application process, companies will be characterized to better understand the services available in the region, their characteristics, and their effectiveness. Alongside, to identify those that, due to their potential for development, growth, and humanization index, will be selected for the acceleration phase.
2. Building business capabilities within a subgroup of companies identified as having the greatest scaling potential[8], which includes strengthening general business capabilities and what we will refer to from now on as a service humanization component. This refers to the sophistication of services and attention with a focus on humanization and inclusion.
3. Through financing those companies with the greatest potential for impact [9], whether due to their scalability or their potential to transform the service.

This model aims to generate sector knowledge in the region, strengthen a group of companies with innovative and scalable potential, and finally, ensure that available financing is allocated through a rigorous evaluation process, ensuring effective use of resources.

Furthermore, the ultimate goal is to turn these efforts into a driver of social inclusion and economic recovery in the Latin America and Caribbean region. Initiatives should focus on the poor and

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[8] Scaling potential refers to the ability of companies to significantly expand their operations and services, effectively and sustainably, to a larger number of people and across different geographic or demographic contexts.
[9] Impact potential refers to the capacity of companies to generate significant and positive changes in the quality of life for older people and in the efficiency of the care system."

vulnerable older people (60+ years) and must be implemented in one or more of the 26 borrowing member countries of the Inter-American Development Bank (IDB)[10].

3. Phases, Requirements, Benefits, and Processes of the Call for Proposals

The call consists of three (3) phases, designed as a funnel selection process to identify and finance initiatives with the maximum potential for impact and scalability. The phases of the Call for Proposals are as follows:

1. **Phase 1. Application:**

Admissibility Requirements to Apply to the Call for Proposals:

-   The initiative to be submitted must belong to at least one of the three (3) topics: innovation in older people (60+ years) care services, caregiver's training, and/or prevention of dependence in older people (60+). For more detailed information on the themes, refer to section 4. Application topics.

-   Eligible entities for this Call for Proposals include:

    (i) for-profit and non-profit legal entities such as startups, scale-ups, social enterprises, foundations, corporations, universities/think tanks, among others, legally incorporated under the laws of any jurisdiction in the region of Latin America and El Caribbean whose scope was previously defined,

    (ii) incorporated at least one year before the date of submission of your application, and

    (iii) entities that prove a sales volume greater than USD$0 in the year immediately preceding the submission of the application for the services they provide as part of their stated objectives and that correspond to those contained in their application (hereinafter the Organizations).

    If you want to participate in the Call for Proposals, but do not meet requirement (ii), prepare to apply for the next two (2) calls in 2025.

-   The initiatives presented must have already been implemented by the Applicants in some markets in the LAC region to be implemented in any other market in that region.

Not eligible to apply:

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[10] Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Suriname, Trinidad and Tobago Uruguay and Venezuela.

- Ideas that have not generated sales. Therefore, participants must demonstrate a minimum level of sales greater than USD 0 in the year immediately preceding the submission of the application.
- Organizations that are not legally incorporated as legal entities in any of the countries forming the LAC region, whose scope has been previously defined in Section 1.
- Organizations that do not operate directly in the Latin America and Caribbean region.
- Organizations involved in dissolution proceedings following their constitution law, in mandatory liquidation proceedings according to their constitution law, or that have initiated bankruptcy proceedings or their equivalent in the corresponding jurisdiction.

Benefits of Phase 1. Application:

1. Obtain a diagnosis of the applicant's business capacity about other applicants in the call. It will be provided at the close of Phase 1 - Application.
2. Access virtual spaces where the characterization results will be presented. This will occur at the close of Phase 1 - Application.
3. Receive awareness workshops focused on gender and silver economy topics for all applicants. This will take place before the close of Phase 1 - Application.
4. Connect to an innovative network focused on serving a growing segment of the silver economy market.
5. Participate in the construction of the ecosystem characterization of care services in Latin America and the Caribbean.

The application process for the call for proposals:
- For the submission of their applications, applicants must complete the digital form at the following link: **https://survey.alchemer.com/s3/7917806/Region-Plateada**
- **Duration of the Call for Proposals:** Two (2) months from its launch, i.e., from September 2, 2024, to November 2, 2024.

Selection process for the following Phase 2. Acceleration program:
- At the close of the application process, approximately thirty (30) organizations per cohort will be selected, with this Call for proposals being the first of three cohorts, to advance to the next phase of the call: Phase 2. Acceleration program.
- The selection of organizations for Phase 2. Acceleration program will meet the following criteria:
  o **Scalability of initiatives:** Initiatives that can expand and adapt easily to a larger number of users or different contexts without losing effectiveness or quality. This criterion is essential to ensure that the solutions can scale in scope and size to meet a growing or diversified demand without requiring a complete or costly overhaul.
  o **Business potential:** Initiatives that demonstrate better performance in terms of business model, team, and synergy between both.

o **Focus on vulnerable older people (60+ years) and gender perspective**: Initiatives specifically designed to meet the needs of older people (60+) facing higher risks and challenges, such as physical or mental limitations, lack of economic resources, and gender considerations. This approach ensures that resources and efforts are directed towards those who need support the most, improving their quality of life and reducing inequalities.

- The selection process of initiatives for acceleration consists of:
  o Review and analysis of data provided by Applicants through the company's growth potential assessment index considering the variables identified as predictors of success.
  o Evaluation by judges of the initiatives prioritized by the company growth potential assessment index considering the variables identified as predictors of success.
- The estimated dates are:
  o Pre-selection of solutions: until November 18, 2024.
  o Final selection: until November 29, 2024.
  o Communication of results and the start of the acceleration program: December 6, 2024.
  o Formalization of selected organizations to receive acceleration: between December 9 and December 20, 2024.

2. **Phase 2. Acceleration program:**

Admissibility Requirements for Phase 2. Acceleration program:
- Organizations participating in Phase 2. Acceleration program must have been selected at the end of Phase 1 - Application, through the aforementioned selection process and criteria.

Benefits of Phase 2. Acceleration program:

1. Acceleration program brings:
   o Strengthening/training in general business skills (business, market, leadership, investment, digitalization, and data) and application of gender and age inclusion perspectives to the product, structured in the form of virtual group training workshops totaling approximately 32 hours over 12 weeks.
   o 4 hours of personalized virtual accompaniment provided by expert advisors in entrepreneurship support and strengthening.
   o Structuring a growth and investment plan as a result of the acceleration process, with mentoring support.
   o Access to additional training workshops led by Latimpacto on topics such as Innovative Finance, Capital Continuum, Catalytic Capital, Non-financial Support, and Impact Measurement and Management.
2. Among the top initiatives not selected for funding, 8 will be chosen to receive a free subscription to an Annual PRO account on Innpactia, with access to at least 4,000 investors

and donors and unlimited opportunities for reimbursable and non-reimbursable investments.

Process of Phase 2. Acceleration program:

- Around thirty (30) Organizations per cohort will benefit from participating in Phase 2. Acceleration program, selected during Phase 1 - Application.
- **Duration of the acceleration program**: 12 weeks from the selection of initiatives to be accelerated. From January 10, 2025 to April 04, 2025.
- Acceleration includes the collection and analysis of a baseline, a midline, and an ending, assessing the scalability of initiatives, business potential, and vulnerable older people (60+ years) and gender perspective approach. This will allow us to identify the applicants' perception of the program and their observable changes, as well as to learn how their growth and investment plans reflect training and awareness of inclusion issues (age, gender, and vulnerability conditions).

Selection Process for Phase 3. Financing

- Approximately four (4) initiatives per cohort will be selected for financing, this being the first of three total cohorts.
- The selection process for initiatives to be financed consists of:
    - Review and analysis of data provided by Applicants through the business growth potential evaluation index considering variables identified as predictors of success.
    - Results from the acceleration process.
    - Evaluation by judges of initiatives prioritized by the business growth potential evaluation index.
- Selection of organizations for Phase 3. Financing will be based on:
    - **User Orientation:** Refers to the practice of designing and providing services considering the needs, preferences, and opinions of users. In the context of older people (60+ years) care, verified user orientation implies that service design has actively integrated user feedback and experiences to enhance service quality and appropriateness.
    - **Gender Lens:** Involves analyzing and incorporating a gender perspective into the design, implementation, and evaluation of policies, programs, or services. In the context of older people (60+ years) care services, a verified gender lens means that gender segmentation has been considered and applied to better understand the specific needs of men and women, as well as any disparities and inequalities that may exist.
    - **Focus on Vulnerable Older People (60+ years):** Refers to a specific approach within older people (60+) care services that focuses on addressing the particular needs of those in vulnerable situations. This includes older people (60+) who may face additional barriers due to factors such as poverty, lack of access to adequate health services, disability, loneliness, discrimination, or social exclusion. This

approach involves designing interventions and policies that not only address basic care needs but also consider and mitigate the specific inequalities and risks faced by these vulnerable groups of older people (60+).

o **Staff Training:** Refers to the existence of business policies and practices ensuring that staff responsible for providing older people (60+ years) care services receive adequate training and meet high training standards. This may include continuous training programs, specific certifications, or qualification requirements that ensure staff are prepared to competently and professionally care for their target audience.

o **Focus on Digitalization:** Solutions using digital technologies to improve the efficiency, accessibility, and quality of services offered will be prioritized. This focus is crucial in a context where technology can offer innovative and scalable solutions, especially in older people (60+ years) care. Digitalization can range from the use of telemedicine platforms and remote monitoring devices to mobile applications and information management systems.

o **Demonstration of Project Commitment through Matching Funds:** Initiatives where stakeholders demonstrate strong financial and resource commitment will be prioritized. A strong commitment is defined as a matching contribution, in cash or in kind, equivalent to the amount requested in the call (1 to 1). This match can come from direct contributions, credits, or in-kind donations, provided it is proportionate to the expected investment.

3. **Phase 3. Financing:**

Admissibility Requirements for Phase 3. Financing:

- Organizations participating in Phase 3. Financing must have been selected at the end of Phase 2. Acceleration program, through the selection process and criteria mentioned above.
- Organizations selected for Phase 3. Financing must enter into a contract with Innpactia to receive funding disbursement, establish the matching funds amount, set out obligations related to how and when they will execute the Initiative, and adhere to monitoring the execution of resources and impact as required.

Benefits of Phase 3. Financing:

1. Applicants may access financial resources of up to USD 100,000 per selected initiative. The amount per solution will be defined based on an agreed work plan with IDB Lab and Fundación Arturo Sesana.
2. Each selected initiative for financing will receive a complimentary Annual PRO account on Innpactia, with access to at least 4,000 investors and donors, and unlimited offering opportunities for reimbursable and non-reimbursable investment.

3. Visibility of solutions among stakeholders in the silver ecosystem, care system, and other stakeholders such as financiers, philanthropists, experts, and government, through activities including:
    o   Pilot co-creation workshops between enterprises and the public sector
    o   Showcase spaces, supported by Latimpacto: where the Latimpacto community members can present and promote an initiative or project. These spaces will occur monthly, allowing selected organizations from the call to present their work.

Process for Phase 3. Financing:

●   Due diligence process: review and verification of information provided by the company, including the capacity to match the amount requested in the call (1 to 1).
●   Signing a contract with Innpactia to receive funding disbursement, set out obligations related to how and when they will execute the Initiative, and commit to monitoring the execution of resources and impact as required.
●   Upon signing the required documentation to receive financing, and agreeing on the matching amounts, the implementation of the growth plan for the selected initiatives to execute their investment plan will begin.
●   Monitoring and reporting on the growth and investment plan of funded initiatives will be carried out.
●   **Duration of the financing phase:** The financing process is estimated to commence on **April 10, 2025.** The implementation timeline and goals will be defined based on the work plan agreed upon with IDB Lab and Fundación Arturo Sesana.

4. Application topics

The initiatives subject to submission must revolve around at least one of the following three (3) topics:

1. Innovative services in older people (60+ years) care, enhancing quality and increasing the quantity of offerings to meet the exponential demand in the LAC region.
2. Caregiver's training represents the backbone of service quality in the sector.
3. Prevention of care dependence (physical and cognitive) and promotion of autonomy in older people (60+ years) to extend a healthy lifespan, ensuring that dependent individuals can maintain a level of functional capacity compatible with their basic rights, fundamental freedoms, and human dignity.

    The Inter-American Development Bank (IDB) defines care dependence as the inability of a person to perform daily activities without assistance from others for an extended period, according to the WHO. Long-term care services include activities performed by third parties to help care-dependent individuals maintain a level of functional capacity that respects their

basic rights, fundamental freedoms, and human dignity[11]. Similarly, autonomy is defined as the ability to make decisions, even with support if necessary, according to one's conscience, values, will, and preferences[12].

The above seeks to improve the quality of life for older people (60+ years) and alleviate current and future pressure on existing health, care, and social assistance services, enabling more efficient use of resources and enhancing the long-term sustainability of the system.

Breakdown of topics axes for application:

1. Innovative services in older people (60+ years) care, enhancing quality and increasing the quantity of offerings to meet exponential demand growth in the region.

Innovative older people (60+ years) care services are crucial for improving quality of life and meeting growing regional demand. By integrating advanced technology and personalized approaches, these services ensure more efficient and accessible care, adapting to rapid population aging and ensuring each older person (60+) receives the necessary care.

Solutions must address at least one of the following objectives:

a. *Enable the provision of high-quality long-term care services* through innovative solutions (home care, day centers, incorporating a technological component). The solution should focus on older people (60+ years), ensuring their physical, mental, and emotional well-being, and promoting autonomy and dignity. Additionally, integration with existing health and social care systems is sought, ensuring the model's sustainability and scalability to meet the needs of an aging population and future sector demands.
b. *Enable the provision of technology and healthcare services* that enhance autonomous living at home.
c. *Reduce information asymmetries between households and service providers*, increasing transparency in service quality and contributing to standardization and formalization of caregiver work.
d. *Enhance safety standards in long-term healthcare provision* during public health emergencies such as epidemics and pandemics. This includes adapting home and assisted living services for older people (60+ years) and implementing safety standards for home care services. Additionally, rapid response protocols, continuous staff training, and innovative technologies are sought to ensure continuity and quality of care in any health crisis.

Examples include, but are not limited to:

a. *Development of platforms* matching supply with demand and enhancing service quality.

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[11] https://publications.iadb.org/es/envejecer-con-cuidado-atencion-la-dependencia-en-america-latina-y-el-caribe
[12] https://publications.iadb.org/es/publications/spanish/viewer/Envejecimiento_y_atenci%C3%B3n_a_la_dependencia_en_Colombia_es.pdf

b. D*evelopment of caregiver registries* that facilitate the identification of available care services offerings, and the formalization of jobs.

c. *Development of care service records* (residential, daycare, telecare, caregiver agency) facilitating identification of offerings and assessing quality across different providers.

d. *Development of solutions* integrating long-term care and healthcare services, enhancing the quality of life of older people (60+ years) and reducing their healthcare costs.

e. *Remote monitoring systems for care services* (based on the Internet of Things or other technologies).

f. *Diagnostic support solutions* (using Artificial Intelligence (AI) or remote interaction).

g. *Solutions facilitating the offer of care plan management services.*

h. *Platforms facilitate the offer* of psychological support services for paid or unpaid caregivers, thereby promoting self-care.

2. Caregiver's training

Caregiver training is essential to ensure quality and safety standards in older people (60+ years) care services. However, current training in many regions may be insufficient to meet the changing and diverse needs of this growing population. It is crucial to develop innovative solutions that improve the quality and quantity of caregiver training, recognizing them as the backbone of the older people (60+) care sector.

Solutions must address at least one of the following objectives:

a. *Quality Improvement in Training:* Develop updated and personalized training programs, with a person-centered approach, addressing the specific needs of caregivers, including technical skills, emotional care, and knowledge about aging and common medical conditions in older people (60+ years).

b. *Skills and Competencies Certification*: Include certification systems that validate the skills and competencies acquired by caregivers through training, ensuring quality standards and professionalization in the sector. This not only ensures a high level of competence among caregivers but also provides them with formal recognition and career advancement opportunities.

c. *Increased Accessibility and Availability*: Implement distance education platforms and online resources to make training more accessible to a wide range of caregivers, including those working in rural areas or with limited time and resources.

d. *Integration of Technology:* Incorporate innovative technologies, such as virtual reality and simulation, to provide more immersive and realistic learning experiences that help caregivers develop practical skills effectively.

e. *Promotion of Continuous Learning:* Establish continuous professional development programs for caregivers, promoting lifelong learning and knowledge updates throughout their careers, thus ensuring high-quality and up-to-date care.

f. *Psychosocial Support:* Provide psychological and emotional support resources for caregivers, recognizing the physical and emotional demands of their work and promoting their mental and emotional well-being.

Examples of Innovative Solutions:

a. *Online Learning Platforms:* Development of online educational platforms offering interactive courses and multimedia resources for caregiver's training, tailored to different experience levels and areas of specialization.
b. *Care Simulators:* Implementation of virtual reality simulators allowing caregivers to practice care situations for older people (60+ years) in a safe and controlled environment, thereby improving their skills and confidence.
c. *Mentorship Programs:* Establishment of mentorship programs where experienced caregivers provide guidance and support to those new to the profession, facilitating the exchange of knowledge and practical experiences.
d. *Community Support Networks:* Creation of community support networks where caregivers can connect, share resources and experiences, and receive emotional support from peers and sector professionals.
e. *Recognition and Appreciation:* Promotion of awareness campaigns and public recognition of caregivers' work, highlighting their importance to society and fostering greater appreciation of their role.
f. *Self-Care Solutions*: Development of applications and programs promoting self-care among caregivers, offering tools and resources to manage stress, maintain physical and emotional well-being, and prevent professional burnout

3. Prevention of dependence (physical and cognitive) and promotion of autonomy in older people (60+ years)

Preventing dependence in older people (60+ years) is essential to promote a healthy life and reduce the burden on existing care services. As the population ages, it is crucial to develop innovative solutions that foster autonomy and health in the advancing years, allowing older people (60+) to maintain their independence for a longer time and decreasing the demand for long-term care services.

Solutions must address at least one of the following objectives:

a. *Promotion of Health and Well-Being:* Develop health prevention and promotion programs aimed at older people (60+ years), including physical activities, healthy eating habits, stress management, and mental health promotion to maintain an active, autonomous, and balanced lifestyle.
b. *Early Detection of Risk Factors:* Implement early detection systems for dependence risk factors, such as frailty, loss of mobility, and cognitive decline, to intervene proactively and prevent progression toward care dependence.
c. *Chronic Disease Management:* Develop comprehensive platforms and programs for chronic disease management, including remote health monitoring, personalized medical care programs, and continuous education on managing chronic conditions to prevent complications and maintain autonomy.

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d. *Promotion of Social Participation:* Establish social and community participation programs that encourage social contact, involvement in recreational activities, and mutual support among older people (60+ years), thereby promoting emotional well-being and quality of life.
e. *Education and Training in Self-Care:* Provide education and training in self-care to older people (60+ years), teaching them strategies and skills to manage their health autonomously and make informed decisions about their well-being.
f. *Access to Support Resources:* Facilitate access to support resources and services, such as transportation programs, nutritional counseling, home health care, and environmental adaptations, helping older people (60+ years) keep their independence and quality of life.

Examples of Innovative Solutions:

a. *Personalized Physical or Cognitive Exercise Programs:* Development of personalized physical or cognitive exercise programs tailored to the individual needs and capabilities of older people (60+ years), using tracking and monitoring technologies to ensure the effectiveness and safety of exercise routines.
b. *Health and Wellness Applications:* Creation of mobile apps and online platforms that provide information and resources on health, nutrition, exercise, and emotional well-being, enabling older people (60+ years) to access self-care tools from the comfort of their homes.
c. *Continuous Education Programs:* Implementation of continuous education programs for older people (60+ years), addressing topics relevant to dependence prevention, such as chronic disease management, fall prevention, and mental health promotion.
d. *Multidisciplinary Interventions:* Collaboration between health professionals, social workers, occupational therapists, and other specialists to offer comprehensive multidisciplinary interventions that address the physical, emotional, and social needs of older people (60+ years) at risk of dependence.
e. *Awareness and Sensitization Campaigns:* Development of awareness and sensitization campaigns on the importance of dependence prevention in the community, highlighting the benefits of healthy and active aging at both individual and societal levels.

5. Declarations by the Applicants Participating in the Call for Proposals

By submitting their application, the Applicant declares that:

- They are authorized to sign and submit the offer on behalf of the Applicant and to sign the Contract if the Applicant is selected during the Call for Proposals.
- They are familiar with the rules governing this Call for Proposals.
- They are aware of the program's Sanctions Protocol. The program is governed by the IDB's Sanctions Procedures (2023) document. Available at IDB Sanctions Protocol.

- The information contained in all the application documents is truthful, and the Applicant assumes full responsibility towards the Convenors in case the data provided is false or contrary to reality.
- Neither the Applicant nor their legal representative are involved in any conflict of interest, disqualification, or incompatibility as indicated in the Constitution and/or laws of the jurisdiction in which they were established.
- If the applicant and/or their legal representative are discovered to be involved in any disqualification or emerging conflict of interest according to current local regulations, they commit to immediately informing the Convenors so that suitable actions can be taken. This obligation remains independent of the stage at which the Call for Proposals is.
- The Applicant, their legal representative, partners/shareholders/members, have not been judicially declared responsible for acts of corruption, embezzlement, extortion, bribery, all forms of malfeasance, transnational bribery, money laundering, illicit enrichment, or similar offenses, by Colombian criminal law and relevant international treaties, as well as their equivalents in other jurisdictions.
- The resources allocated to the project are of legal origin.
- The Applicant, their legal representative, partners/shareholders/members have not engaged in any criminal activity, nor have they received resources or facilitated activities contrary to the law.
- The Applicant is the legitimate holder of the intellectual and/or industrial property rights covered by or contained in the application, or they are a third party duly authorized by the rights holder to exploit them economically.
- The Applicant expressly authorizes the Convenors to consult and analyze the information, annexes, and supports provided in this Call for Proposals to verify the transparency and legality of their activities.
- The Applicant has been informed about the benefits of participating in the Call for Proposals, which include mapping the care ecosystem in Latin America and receiving a diagnosis conducted by Grupo Impacta, a partner selected by the Convenors for this purpose. The Applicant acknowledges that this diagnosis will be based on the information provided by each Applicant in their application, which does not constitute personal data by Law 1581 of 2012 of the Republic of Colombia and its equivalents in the jurisdictions of origin of each Applicant. Consequently, the Applicant authorizes the data processing by the Convenors to conduct the mapping and diagnosis and to share the diagnosis with the other Applicants in this Call for Proposals.
- The Applicant has obtained authorization from each natural person participating in their team for the Call for Proposals, allowing Fundación Arturo Sesana to process their data by its Personal Data Processing Policy, which they have acknowledged and reviewed at Personal Data Processing Policy.
- The Applicant authorizes the Convenors to disclose their identity through their communication channels, such as their websites, social media, print and digital media, etc., and to disseminate information related to their participation in this Call for Proposals.
- The Applicant expressly authorizes the Convenors to share the information contained in their application with third parties that are part of the program and/or that are strategic

partners, after signing a Confidentiality Agreement, to seek co-financiers for the execution of their proposed initiative.

6. Declarations by the Convenors

- The Convenors reserve the right to disqualify any Applicant at any stage of the process if they incur any of the following disqualifying causes: (i) failure to meet all the requirements to participate in the Call for Proposals, (ii) inclusion of offensive or illegal content, (iii) discrediting the program and/or its sponsors, (iv) ineligibility to participate in the program's projects or contracts according to its sanctions protocol, or (v) infringement of third-party intellectual and/or industrial property rights. The disqualification of the Applicant for any of the above reasons will be communicated to the respective Applicant, must be justified, and will be final since no appeal will be accepted.
- The Convenors may seek information about the Applicants to verify the truthfulness of the information contained in their application.
- The Convenors reserve the right to cancel the Call for Proposals at any time and their sole discretion, without being responsible for any damages or losses that such a decision may cause to the Applicants.
- All decisions of the program are final and binding, and no appeal will be accepted.
- The Convenors do not provide individual feedback or comments on applications.
- These terms and conditions may be updated at any time at the sole discretion of the Convenors.
- Any changes to the terms of reference of the Call for Proposals will be announced and published through an addendum on the Call for Proposals landing page: **https://www.innpactia.com/regionplateada**

7. Key dates
- Opening of the call for proposals: September 2, 2024.
- Closing of the call for proposals: November 2, 2024.
- Pre-selection of solutions: until November 18, 2024.
- Final selection: until November 29, 2024.
- Communication of results and the start of the acceleration program: December 6, 2024.
- Formalization of selected organizations to receive acceleration: between December 9 and December 20, 2024.
- Start of acceleration program: January 10, 2025, to April 4, 2025. Duration of acceleration program: 12 weeks.
- Estimated date of selection of initiatives to be financed: The financing process is expected to start on April 10, 2025. The implementation timeline and goals will be defined based on the work plan agreed upon with IDB Lab and Fundación Arturo Sesana.

8. Contact Information

Please contact regionplateada@faes.org.co