CALLING FOR ...

COOL IDEAS
ON ELDERLY FRIENDLY INNOVATIONS

HAVE YOU EVER FELT THAT YOU COULD DO SOMETHING MORE TO IMPROVE THE LIVES OF THE ELDERLY?

Deadline: 30 Apr 2016
Cash prizes: 1st prize - $800
2nd prize - $500
3rd prize - $300
Merit - $150 x 2
Most Popular - $100

By 2020, one out of every five residents will be a senior. The silver generation will have its own special needs and demands catering to the ageing process. People have come up with their own ideas to help the elderly in their house with their daily routines or to make their lives more comfortable.

An idea could be bringing a sense of warmth to the elderly via cuddle cushions with sensors to give the sensation of being wrapped up in someone's arms. Another suggestion could be a cardboard box that contains different remote controls together, only revealing the essential buttons and guides the elderly through the process of operating the home devices in easy-to-follow steps.

There is so much more that design and innovations can help the elderly to live longer, healthier and independent lives. HDB is looking for innovative suggestions and ideas that will have a positive impact on the elderly in their everyday lives. If you have a cool idea, this is the platform for you to take action!

FOR MORE DETAILS:
www.facebook.com/hdbcoolideas
https://ideas.ecitizen.gov.sg

FOR ENQUIRIES:
hdbbrl_innovation@mailbox.hdb.gov.sg
Share with us your ideas by 30 Apr 2016 and stand to win prizes! Please see below for participating details.

Your proposal should include the following:

(a) Title/ Name of your Proposed Idea
(b) Summary of Proposal (In not more than 100 words)
(c) Describe and include sketches, diagrams, and/or images
(d) Highlight how your idea addresses the following:

- Innovation
- Practicality
- Cost Effectiveness
- Aesthetics
- Any other benefits