



## **BIZKAIA SILVER ECONOMY PROGRAMME FOR THE ACADEMIC YEAR 2022-2023**

### **GENERAL TERMS AND CONDITIONS**

The mission of Bizkaia Talent, a non-profit association, is to promote and favour the conditions and processes for retaining, attracting and linking highly qualified people, fostering the areas of innovation and advanced knowledge of organisations in Bizkaia. Bizkaia Talent is made up of the following partners, Bilbao Bizkaia Kutxa (BBK), BEAZ, CIC bioGUNE, Tecnalia, Iberdrola, Idom, ITP Aero, Mondragon, Sener, University of Deusto, University of the Basque Country and the Provincial Council of Bizkaia, with the Association's chairmanship corresponding to the Department of Economic Promotion of the Provincial Council.

Within this framework, the Provincial Council of Bizkaia has launched the second invitation to participate in the Bizkaia Silver Economy 2022-2023 Programme. It will be managed by Bizkaia Talent and is aimed at highly qualified people to embark on specialised training in the Silver Economy sector provided by universities in Bizkaia in order to improve their skills and to adapt them to the new global scenario.

The increased longevity of modern societies brings with it socio-economic opportunities for the creation of new jobs, the development of new areas of knowledge and research and the promotion of innovative economic activities with high added value and which attract talent and investment. With this in mind, within the prioritised strategies of the **Bizkaia Egiten Plan** of the Provincial Council of Bizkaia - Bizkaiko Foru Aldundia, the **NIC - Nagusi Intelligence Center** - has been created, a centre that will turn the challenge of the ageing population into an opportunity to develop a new sector of activity in the field of the silver economy, which, through the promotion of talent and innovation, will contribute to the generation of quality and sustainable employment as a response to the needs of the elderly.

The silver economy is the set of economic activities that respond to the needs of older people, including goods and services purchased by older people directly, as well as the public sector and related indirect economic activity.

To invest in the silver economy is to translate population ageing into a positive scenario for social and economic development, taking advantage of the opportunities it presents. The aim of the Bizkaia Silver Economy 2022-2023 Programme is to promote training, knowledge and the development of skills at the highest level in the silver economy sector, so that Bizkaia has trained professionals who can respond to the needs posed by the challenge of an ageing population and the growing demand for products and services associated with that population.

With this new initiative, Bizkaia Talent aims to stimulate the opportunities offered by the emerging silver economy sector in order to generate an economic impact, a social impact and an impact on the quality of life of the elderly.

The collaboration of local institutions with universities is essential if quality training is to be offered. For this reason, it is necessary to boost the role of universities in Bizkaia as allies, generating a stable, long-term relational framework that contributes to the development and future prosperity of Bizkaia, prioritising the main areas of work of the Provincial Council of Bizkaia-Bizkaiko Foru Aldundia, one of which is the silver economy.

## 1. PURPOSE

The purpose of the Programme is to enable highly qualified people to access specialised training linked to the **silver economy sector**, by partially funding its cost, in order to foster the transformation of the sector and offer a response to the needs of older people, favouring:

- a) entrepreneurship and the development of new products, services and technologies based on the silver economy.
- b) data analytics around the silver economy.

## 2. REQUIREMENTS FOR BENEFICIARIES

The Bizkaia Silver Economy 2022-2023 Programme is open to individuals who meet the following requirements:

1. People with a university degree who are interested in furthering their knowledge related to the silver economy and who meet any of the following requirements:
  - a) Born in Bizkaia
  - b) Have officially resided in Bizkaia for more than 12 months immediately prior to the opening of the application period. Exceptions may be made if the candidates have had to reside outside Bizkaia temporarily for study or work reasons.
  - c) Have studied at a university in Bizkaia.
  - d) In the event that there are not enough candidates, exceptional consideration will be given to those candidates who do not comply with the previous sections (a, b or c) and who unequivocally justify that they have personal or professional qualities that support their ties to the Historical Territory of Bizkaia.
2. Have applied for and been accepted to study a university master's degree in silver economics for the 2022-2023 academic year at a university in Bizkaia. At least 60% of the study hours must be classroom-based.

### **3. DESCRIPTION OF THE MASTER'S DEGREES TO BE FUNDED**

1. University master's degrees taught in Bizkaia.
2. The university master's degree will require the completion of **60 ECTS credits**.
3. At least **60% of the study hours** must be **classroom-based**, unless there are exceptional measures required as a result of COVID-19.
4. The university Master's degree should be taken during the academic year 2022-2023.
5. The Master's degree programme covered by this funding must offer modules and subjects to provide specialised technical knowledge in silver economy-related subjects.
6. In order to obtain funding for the master's specialisation degree, a 14 ECTS final master's thesis (FMT) must be completed.
7. The syllabus of the eligible university master's degree courses must be designed to generate specialist knowledge in the silver economy. For the master's degree to be eligible for funding, it must offer specialised training in

one of the following two areas and meet the requirements established for each of them:

- a. Specialised training linked to the **silver economy sector** to promote entrepreneurship and the development of new products, services and technologies.
  - The university master's degree must promote the creation of new business and entrepreneurial projects, as well as new lines of business in existing companies, the generation of talent and the development of ideas that materialise into products and services in the silver value chain, in order to solve the challenges and needs posed by population ageing.
  - The university master's degree must offer knowledge in various fields such as the development of new products and new lines of business, entrepreneurship and intrapreneurship in order to generate economic activity in the silver economy. The master's degree must also be geared towards identifying ideas and market niches in the silver economy sector.
  - The master's degree must include an immersion phase in an organisation in Bizkaia. The candidate will join a company in the silver economy sector in order to develop an entrepreneurial or intrapreneurial project based on a need detected by the company.
  - The Master's final thesis (MFT) must be carried out in a company in Bizkaia or through an entrepreneurial project in Bizkaia.
- b. Specialised training linked to the **silver economy sector** to boost data analytics.

- The university master's degree must offer technical knowledge in data analytics with the aim of responding to the needs generated as a result of the ageing population.
- The university master's degree must offer expertise with the aim of improving knowledge and decision-making in relation to the challenges related to ageing, thus turning it into an opportunity for the development of a new sector of activity and employment. It must include training in the analysis of the information needs posed by population ageing in order to meet the needs of the silver group.

#### **4. FINANCIAL SUPPORT, AMOUNT OF FUNDING AND NUMBER OF BENEFICIARIES**

The total budget for the 2022 call amounts to **€124,200**.

A maximum of 23 beneficiary candidates will receive partial funding for the master's degree in silver economics. The amount to be received by each beneficiary to fund the master's degree will be **€5,400**, which in no case may exceed the enrolment fee.

#### **5. CLOSING DATES**

The deadline for the **submission of applications** will be from 3 May until one of the following circumstances occurs:

- a. The available budget becomes exhausted
- b. If the number of applications and/or other data suggests that the available budget will become exhausted.
- c. Upon reaching the date 15 November 2022

**Final resolution:** 2 December 2022

Bizkaia Talent may extend the deadlines for each of the phases depending on the needs of the programme.

#### **6. APPLICATION PROCESS**

##### **6.1. General application information**

Information related to this call for applications is available at <http://www.bizkaiatalent.eus>.

Eligible candidates who wish to participate in the Bizkaia Silver Economy grant programme for the 2022-2023 academic year can request assistance with submitting their application correctly by e-mail ([bizkaiaeconomiaplateada@bizkaiatalent.eus](mailto:bizkaiaeconomiaplateada@bizkaiatalent.eus)), by telephone (+34 94 479 54 28) or in person by appointment at the Bizkaia Talent office.

The deadline for submitting the application together with the required documentation to apply for the Bizkaia Silver Economy 2022-2023 Programme is **15 November 2022**.

Bizkaia Talent may request any additional documentation and/or information it deems necessary to properly understand and assess the application submitted at any time during the evaluation process.

Applicants are responsible for the accuracy and truthfulness of the information and/or documentation submitted throughout the whole process.

## **6.2. Submission of applications**

The application and the required documentation must be submitted exclusively by e-mail to the following address: [bizkaiaeconomiaplateada@bizkaiatalent.eus](mailto:bizkaiaeconomiaplateada@bizkaiatalent.eus).

## **7. DOCUMENTATION REQUESTED and PROCESSING THE FUNDING**

Firstly, in order to formalise the candidacy, the required documentation must be sent by e-mail.

The subject of the e-mail must read: **Bizkaia Silver Economy Programme: Full name of the applicant**. The following documentation must be attached to the application e-mail:

### **Obligatory documentation:**

- a) Photocopy of national identity card or passport.
- b) Bank account holder's certificate. The document must contain: Name of the holder, account number and stamp of the bank.
- c) Personal Data Protection Clause (APPENDIX I): Signed copy, indicating the candidate's full name.
- d) Certificate of admission certifying that they have been accepted to study a university master's degree in silver economics, taught by a university in Bizkaia, for the 2022-2023 academic year.
- e) Curriculum vitae

Proposed information on the curriculum vitae (max. 2 pages in PDF format):

- I. Brief presentation of the candidate, including their objectives for the Master's degree.
- II. Personal details. Full name, telephone number and e-mail address. Date of birth. Place of birth and nationality. National Identity Card.
- III. Academic training, including, where applicable, master's degrees and doctorates (indicating dates, centre and place where they were studied).
- IV. Professional experience indicating dates, position, and duties for each position, as well as the name of the contracting company and place of work.
- V. Languages, detailing the level and official qualifications.
- VI. Complementary training.
- VII. If applicable, merits, awards, patents, competences, skills, professional achievements of special importance, experience in entrepreneurship, experience in technological development and any other additional relevant information.

f) Cover letter.

Proposed information for the cover letter (max. 4 pages in PDF format):

- I. Reasons for studying the master's degree specialising in the silver economy.
- II. Personal and professional interest in developing their professional career in the field of the silver economy. Concerns regarding the resolution of the needs posed by the ageing population in Bizkaia.
- III. Knowledge of the silver economy ecosystem in Bizkaia.
- IV. Brief description of their roots in Bizkaia based on point 2.1.d of these rules.
- V. Definition or approximate idea of the ideal Master's final project (MFT) on the silver economy in Bizkaia.
- VI. Where relevant, detail previous experience in setting up intra-entrepreneurship, business and entrepreneurship projects, the development of successful ideas, the development of innovative products and services and/or technological developments.

VII. If applicable, detail any entrepreneurial skills or abilities to integrate in companies (in which field of business, technological development, proactiveness in the identification of new ideas, markets, innovation, applied research and intra-entrepreneurship).

g) A university degree, which shall be certified by one of the following documents:

- I. Copy of the university degree.
- II. If you do not possess the diploma, proof of application for the diploma and proof of payment of the issue fee.

**Documentation of a voluntary nature:**

a) Copy of other qualifications that may add value to the application (master's degrees, languages and/or other training).

b) Copy of the academic file showing the grade indicating that the candidate has passed the overall examination for the corresponding qualification and has paid the fees to obtain it. The presentation of this document is voluntary; however, **it will be evaluated in all applications** and will account for 10% of the total score. If the application does not contain this document, the score for this section will be 0 points.

c) Copy of a document or certificate issued by the University where the university degree was studied demonstrating the position in the overall ranking of their class.

d) Copy of the documentation which certifies their level of Basque.

Degrees obtained abroad or in non-public Spanish centres must be accompanied by the corresponding official recognition issued by the competent authority.

The applicant is responsible for including all required data and documents. The applicant will be responsible for the data entered and documents required, their accuracy and even the omission of relevant data.

## **8. SELECTION PROCESS**

### **8.1 SYSTEM AND SELECTION PROCESS**

The selection system for awarding funding will be based on the assessment and proposal made by Bizkaia Talent created for this purpose.



After verifying that the established requirements have been met, Bizkaia Talent will evaluate the documentation submitted in each application.

In the event that any document is missing, the candidate may be contacted if the deadline for the call for applications allows and depending on the availability of Bizkaia Talent staff.

In case of any errors, candidates can notify [bizkaiaeconomiaplateada@bizkaiatalent.eus](mailto:bizkaiaeconomiaplateada@bizkaiatalent.eus).

Bizkaia Talent will interview candidates to complete the information on their training, professional career and other knowledge or skills depending on the candidate's profile (entrepreneurial project, intra-entrepreneurship, technical knowledge in data analytics and artificial intelligence, etc.). It may also seek advice from experts in the field.

In the interests of greater transparency in the selection process, the following weighting is applied.

- Academic record 10%
- Professional experience 50%
- Personal interview 40%

The academic report will be analysed according to the grades obtained in each subject and the number of exam sittings required to pass each subject in order to obtain the required qualification.

The days and place of the face-to-face interview (which may be held online) will be communicated at least two days prior to the interview.

## **8.2 STAGES IN THE SELECTION PROCESS**

**8.2.1 Eligibility criteria verification stage:** During the first stage, Bizkaia Talent will select the applications that meet the formal requirements of the call for applications and that may be eligible for funding, on the basis of point 2 (REQUIREMENTS OF THE BENEFICIARIES) and point 3 (DESCRIPTION OF THE MASTERS THAT ARE THE OBJECT OF THE FUNDING).

**8.2.2 Evaluation Process:** The **evaluation** process of the candidates will begin once the eligibility stage has been completed and will be based on the assessment of merit and ability. For the assessment of the application, the **documentation received** will be taken into account, as well as the contrast of information obtained in an **interview** with the candidate. The applications will be evaluated in the order in which they are received.

During the personal interview stage, Bizkaia Talent may require the assistance of experts from different sectors and disciplines with relevant experience in the sector of the silver economy to carry out the assessment.

#### **9. AWARD PROCEDURE:**

The funding will be granted:

- By means of an examination of the merits of the applications submitted within the established deadline. The funds will be distributed in order of receipt of the applications, provided that they meet the requirements set out in the call, until the available budget is exhausted or until the date of expiry of the call or its early termination.
- To those applications with a minimum score of 50 points obtained in the evaluation process, with the limit of total funding to be granted being that established in the section on financial allocation, i.e., the amount of €124,200.
- The distribution of funds, if any, for the applications described in point 2.1.d, will take place during the last four months of 2022, with a deadline of 2 December 2022.

#### **10. OBLIGATIONS OF THE BENEFICIARIES**

The submission of an application to the programme implies acceptance of the provisions of these terms and conditions.

Beneficiaries must:

- a) Sign the funding acceptance document within five days of notification of the award of the funding, unless otherwise agreed due to exceptional circumstances.

- b) Abide by the operating rules of the university where the master's degree is taken.
- c) Notify Bizkaia Talent of any incident affecting the successful completion of the programme.

### **11. LOSS OF BENEFICIARY STATUS**

11.1.- The status of beneficiary of the programme may be terminated, in addition to the end of the programme, by the express resignation of the beneficiary. Candidate status may also be lost due to a breach of obligations, such as failure to obtain the master's degree.

11.2.- Failure to comply with these conditions, regardless of when this occurs, will result in the automatic disqualification from the programme, in which case the beneficiary will have to return the funding received. In the event that the beneficiary does not comply with the aforementioned commitments -or any other included in the conditions of the programme-, the Programme reserves the right to proceed as it deems appropriate, using the legal channels that may exist for this purpose.

The loss of status as a beneficiary of the programme due to resignation or breach may result in the loss of all unearned economic rights and even exclusion from future selection processes in any programme promoted by DFB-BFA (excluding cases of duly justifiable force majeure such as accident, illness, etc.).

## APPENDIX I

### PERSONAL DATA PROTECTION CLAUSE

In compliance with the duty of information contained in the General Data Protection Regulation 679/2016 and Organic Law 3/2018, of 5 December, on the Protection of Personal Data and guarantee of digital rights, **we hereby inform you that your personal data will be subject to processing under the responsibility of:**

**Data controller: Bizkaia Talent** (Eraberrikuntza Eta Ezagutzan Adituak Diren Pertsonen Mugikortasuna Sustatzeko Elkarte)

**CIF: G95326583**

**Registered office:** Parque Tecnológico de Bizkaia, Edificio 804 Módulo 300 – Laga Bidea, 48160 Derio.

**Email: [bizkaiaeconomiaplatea@bizkaialent.eus](mailto:bizkaiaeconomiaplatea@bizkaialent.eus)**

**Purposes of the processing:** The data you provide us in the course of this process through [www.bizkaialent.eus](http://www.bizkaialent.eus) or via **email** will be processed for the following purposes:

- To evaluate the suitability of their profile to receive funding from the Bizkaia Silver Economy Programme.
- To keep you informed about the status of your application.
- To send you electronic communications about activities and programmes developed by **Bizkaia Talent**.

#### Legal grounds

- Art. 6.1.b Performance of a contract

They are processed because they are necessary for the performance of a contract in which you are an interested party.

- Art. 6.1.a Consent of the data subject.

On the basis of the **express consent** that you have given by applying as a candidate for the Bizkaia Silver Economy Programme and accepting the terms and conditions of the Programme established and published on the Bizkaia Talent website.



**Conservation of data:** Your data will be included and stored in the databases of **Bizkaia Talent** and will be conserved for at least 5 years from the date of their receipt.

**Your rights:** you can exercise your rights of access, rectification, erasure, objection and restriction of the processing of your personal data by sending an email to the controller at the following address [rgpd@bizkaiatalent.eus](mailto:rgpd@bizkaiatalent.eus) indicating the right you wish to exercise and attaching a copy of your National Identity Card or equivalent document.

For further information on our privacy policy, please visit <https://www.bizkaiatalent.eus/en/politica-de-privacidad/>.

If you register for an event organised by Bizkaia Talent, you agree to your image and voice captured during the event being used by Bizkaia Talent or the Provincial Council of Bizkaia in the creation of audiovisual materials for the purpose of dissemination on its social networks or in the media, as well as for promotional and commercial purposes of its services. If you do not agree, please send us an email to [rgpd@bizkaiatalent.eus](mailto:rgpd@bizkaiatalent.eus) and to [bizkaiaeconomiaplateada@bizkaiatalent.eus](mailto:bizkaiaeconomiaplateada@bizkaiatalent.eus).

For further information, please visit our privacy policy.