

CONFERENCE PROGRAM: »Business opportunities linked to Active Ageing«

Thursday, 23rd May 2019, 9:00 am at Cinema theater Tolmin, Slovenia



9:00–9:15	Greetings	Almira Pirih , director of the Soča Valley Development Centre and Uroš Brežan , Mayor of the Tolmin Municipality
9:15–9:30	SILVER SMEs project: Identification and Implementation of Regional Policies to take advantage of the SILVER Economy derived opportunities to engage SMEs in growth and entrepreneurship spirit	Laura Gascón Herrero , Municipality of Teruel - lead partner SILVER SMEs project (ES)
9:30–9:50	STAR-VITAL project: STAR-VITAL: Joint measures for the vitality of older workers*	Klemen Širok , PhD, project manager, Faculty of Health Sciences, University of Primorska
9:50–10:05	ASTAHG project: Active and healthy ageing in remote areas*	Andreja Mezinec , National Institute of Public Health - NIJZ
10:05–10:20	Public healthcare system's view of the needs of older people*	Marko Vudrag , PhD; NIJZ

Dogodek je izveden v okviru projekta SILVER SMEs, ki je sofinanciran s pomočjo Evropskega sklada za regionalni razvoj. Dogodek podpirata tudi projekta: • »Podaljševanje delovne aktivnosti in zmanjševanje odsotnosti z dela v KRZS – STAR-VITAL: Združeni ukrepi za vitalnost starejših delavcev«, ki je sofinanciran iz Evropskega socialnega sklada ter Ministrstva za delo, družino, socialne zadeve in enake možnosti in • SPOT svetovanje Goriška, ki je sofinanciran s pomočjo Evropskega sklada za regionalni razvoj, Ministrstva za gospodarski razvoj in tehnologijo ter javne agencije SPIRIT Slovenija.

10:20–10:35	Long-term care as a challenge*	Klavdija Kobal Straus , General director Long-term Care Directorate, Ministry of health
10:35–10:55	Entrepreneurial potential and the obstacles of older people in Slovenia*	Magda Zupančič , PhD; European Coordination Unit & IRDO, Ministry of Labour, Family, Social Affairs and Equal Opportunities
10:55–11:10	Digital Health for the Silver Economy - An Opportunity or a Challenge?*	Gregor Cuzak , ECHAlliance and project manager DIH.Healthday.si
11:10–11:25	ECare today and tomorrow*	Peter Pustatičnik , Head of eHealth and eCare leader, Telekom Slovenije d.d.
11:25–11:40	Multiple-actors virtual empathic caregiver for the elder*	Arso Savanovič , PhD, Head of research, Smart Com d.o.o.
11:40–12:30	<i>Coffee break</i>	<i>Catering</i>
12:30–12:45	Good practice from Finland »Turning the Silver Tsunami Into a Silver Lining«	Tanja Rimpilä , project manager ESF Silver Economy, Karelia University of Applied Sciences (FI)
12:45–13:00	»The preventive use of assistive technology and smart solutions in the elderly«	Katarina Nordin Kajblad , business developer and project manager, Assistive Technology Center, Regija Dalarna (SE)
13:00–13:15	»Entrepreneurship support in the silver economy in Aragon«	Joaquín Crespo Martín , Infrastructure and Innovation Unit, Aragón Regional Government (ES)
13:15–13:35	»Deployment of Smart Solutions for Active and Health Ageing in the Silver Economy and the role of SME's in multi-stakeholder learning ecosystems.«	Edwin Mermans , Senior advisor international affairs at Department of Mobility and Infrastructure in Noord-Brabant (NZ)
13:35–13:55	»Golden opportunities in the Silver Economy market, but how to find them?«	Ad van Berlo , PhD, CEO Smart Homes Expert centre for Smart Living & E-health (NZ)
14:00–15:00	Round table: Are we ready for the Silver Economy?* moderator: Jožko Čuk	<ul style="list-style-type: none"> • Marko Vudrag, PhD, NIJZ, • Magda Zupančič, PhD, MDDSZ, • Dušan Kidrič, representative of the Third Age Festival • Mojca Cvirn, Technology Park Ljubljana and project manager DIH.Healthday.si

* Conference languages are Slovene and English. Simultaneous translation Slovene/English will be provided.

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