

# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund

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## Delivery of Action Plan

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Ageing in rural Europe: opportunities for local economies

Final conference  
21<sup>st</sup> February 2022 - Brussels

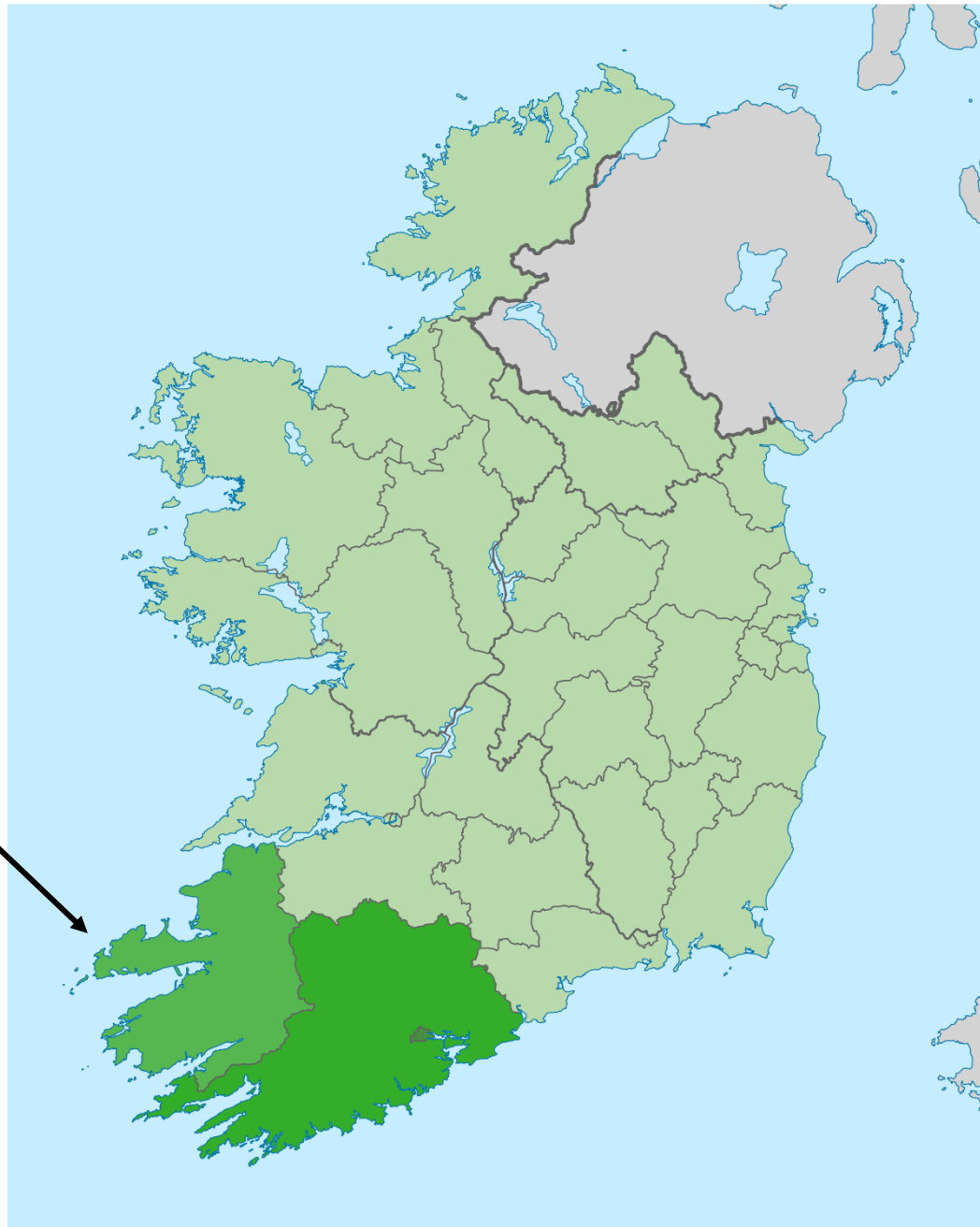
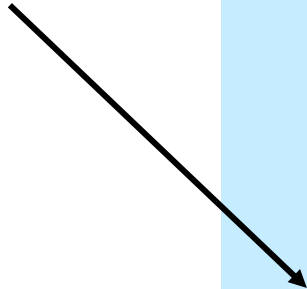


REGIONAL ENTERPRISE PLAN  
TO 2024  
**SOUTH-WEST**



An initiative of the Department  
of Enterprise, Trade and Employment

South-West  
of Ireland





REGIONAL ENTERPRISE PLAN  
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There are nine regional enterprise plans, which are based on nine regions in Ireland.

The plans are developed in conjunction with **regional stakeholders** who work collaboratively on various initiatives to help deliver **enterprise growth** across the 9 regions of Ireland.



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REGIONAL ENTERPRISE PLAN  
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The inclusion of the silver economy as an action under the strategic objectives of the South-West Regional Enterprise Plan (SWREP) 2024.

SWREP 2024 was launched in 2022.



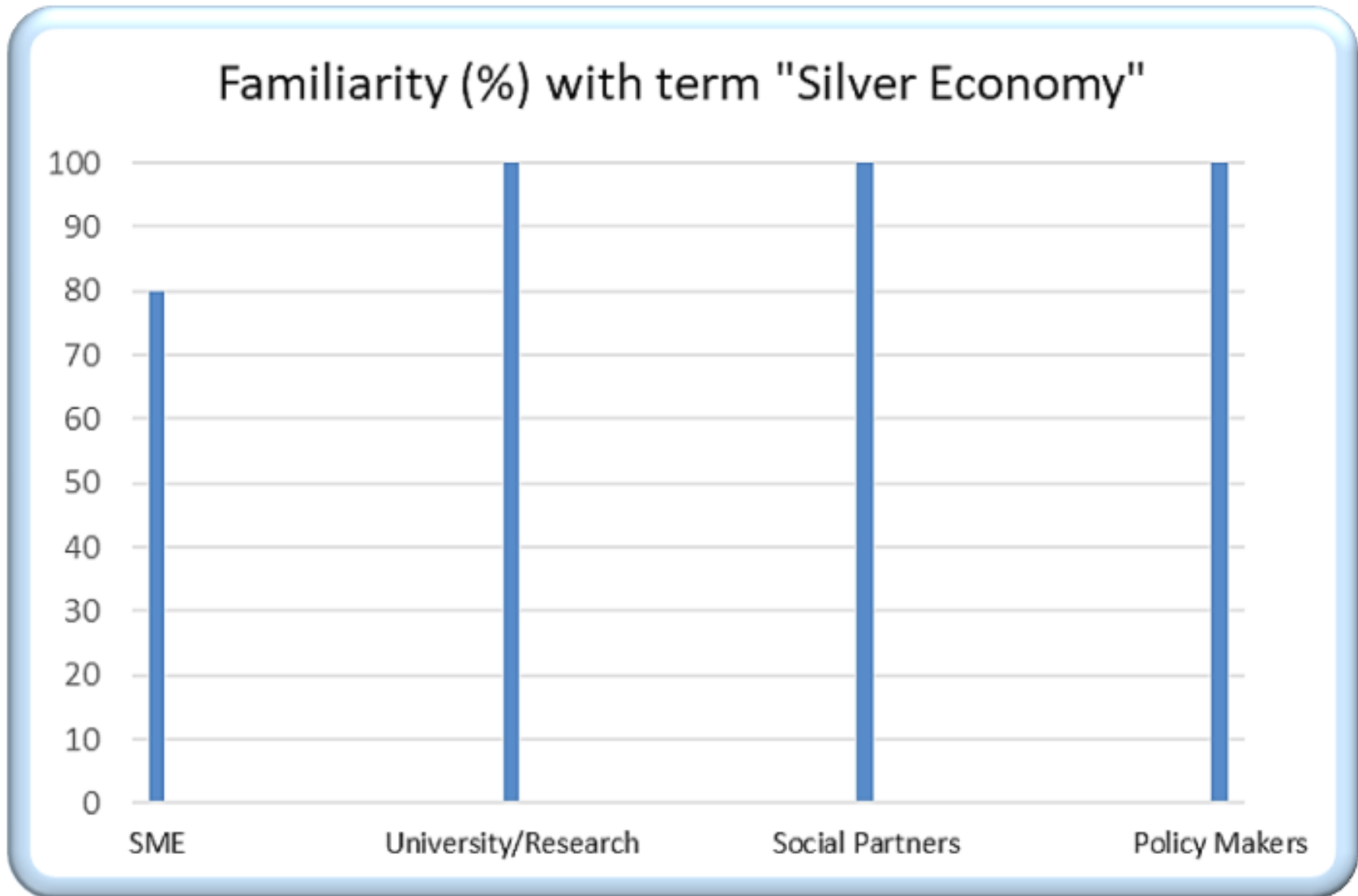
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- SWREP (2024) consisted of 6 Strategic objectives

The Silver Economy as an action was included in

- Strategic Objective 1 – which focused on *enhancing the enterprise eco-system across the region through innovation, entrepreneurship and digitalisation.*

# Result of SWOT Report



# SWREP 2024 - Action

## Action 1.7: Explore new niche market opportunities for regional enterprises and new start-ups in the Silver Economy.

### Action Leader:

MTU

### Action Partners:

Local Authorities  
Enterprise Ireland  
LEOs

### For completion by:

Q4 2024

### Rationale:

The European Commission has given significant recognition to the size, value and potential of the Silver Economy, representing the purchasing power of older adults. The Silver Economy in Europe is valued at €3.7 trillion and projected to increase to €5.7 trillion by 2025. In Ireland, it is estimated to be worth c. €13bn. The European Silver Economy represents the third largest economy globally after those of the USA and China. It is for this reason that it is being targeted as a new focussed area of opportunity for Irish entrepreneurs.

### Action Outcome:

The outcome of the action is to highlight the potential of the silver economy to Irish enterprises and entrepreneurs, through familiarisation and training for enterprises and new start-ups.





## **Special Issue – Small Enterprise Journal**

### ***Small Enterprises and the Silver Economy***

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## Awareness and potential of the silver economy for enterprises: a European regional level study

Helen McGuirk ✉, Aisling Conway Lenihan & Niamh Lenihan

Pages 6-19 | Published online: 03 May 2021

Download citation <https://doi.org/10.1080/13215906.2021.1919915>



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# Thank you!

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