

SILVER SMEs

Interreg Europe



European Union
European Regional
Development Fund

www.interregeurope.eu/SilverSMEs

Introduction to the SILVER SMEs project

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Final conference
Ageing in rural Europe: opportunities for local economies
21st February 2022 - Brussels

Rural Europe is ageing



- **People over 65 represented 19% of the rural population in 2011**
 - Projections: 30% by 2050 in rural Europe
 - European reports show that ageing is faster in rural areas
- **Ageing brings additional challenges in rural areas**
 - Access to healthcare and lack of basic services
 - General quality of life
 - Social life and risk of isolation

The Silver Economy opportunity

■ Definition

- The Silver Economy is the sum of all economic activity that serve the needs of older adults aged 50 and over, including the products and services they purchase directly and the further economic activity this spending generates

European Commission's definition

■ Cross-economic industry

- Digital devices, health, housing, food, tourism & leisure activities etc.



- **By 2025, the Silver Economy is expected to contribute over 5.7 trillion euros to Europe's economy**

The Silver Economy opportunity

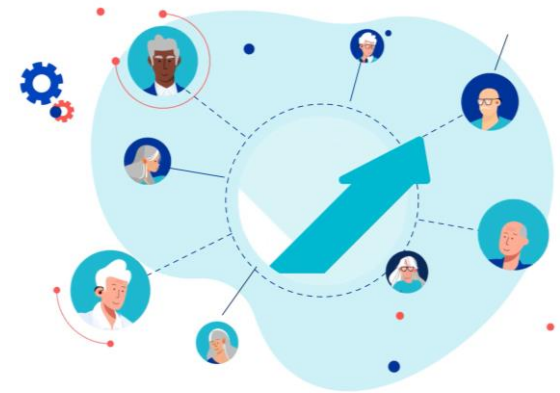
■ Benefits for rural older adults

- Access to goods and services adapted to their needs
- Improved overall quality of life
- Opportunities for their health, leisure, housing etc.



■ Benefits for the rural economy

- Economic growth of SMEs thanks to a new industry
- Creation of skilled jobs in health, housing, digital, food etc.
- More resilient local economies that adapt to change



Our project



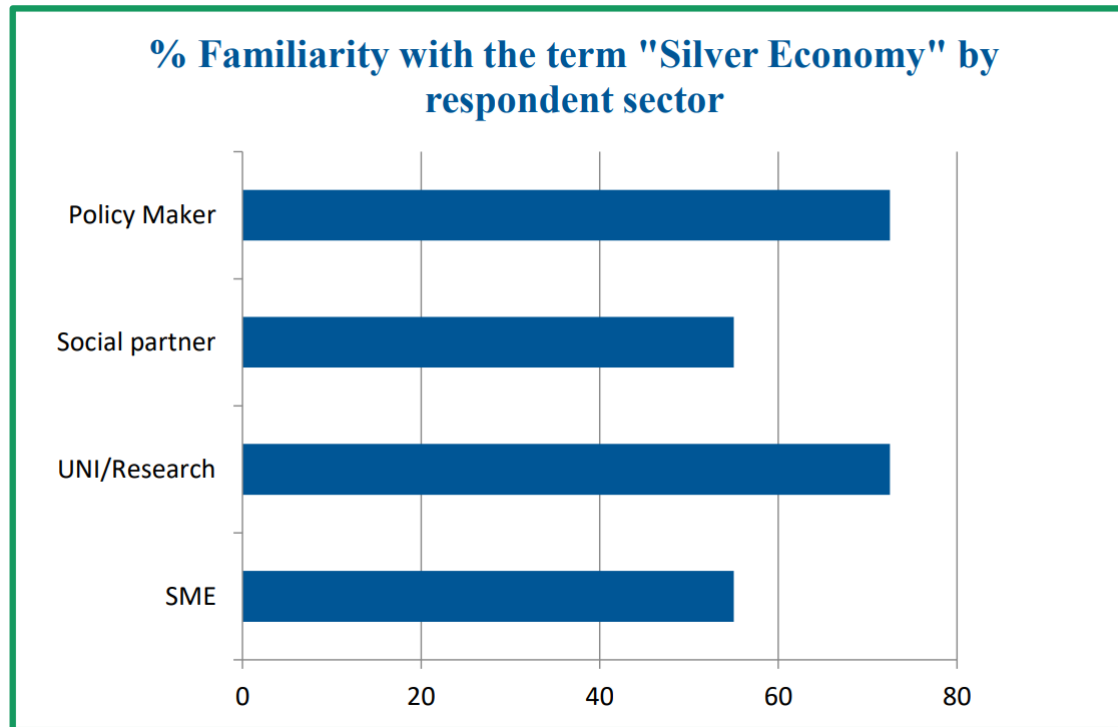
Our objectives

- **Improve the implementation and delivery of Regional Policies for SMEs competitiveness by building on significant opportunities arising from the Silver Economy.**
- **Generate services and goods that will contribute to improve the quality of life within an ageing society, in particular in rural or remote EU areas.**



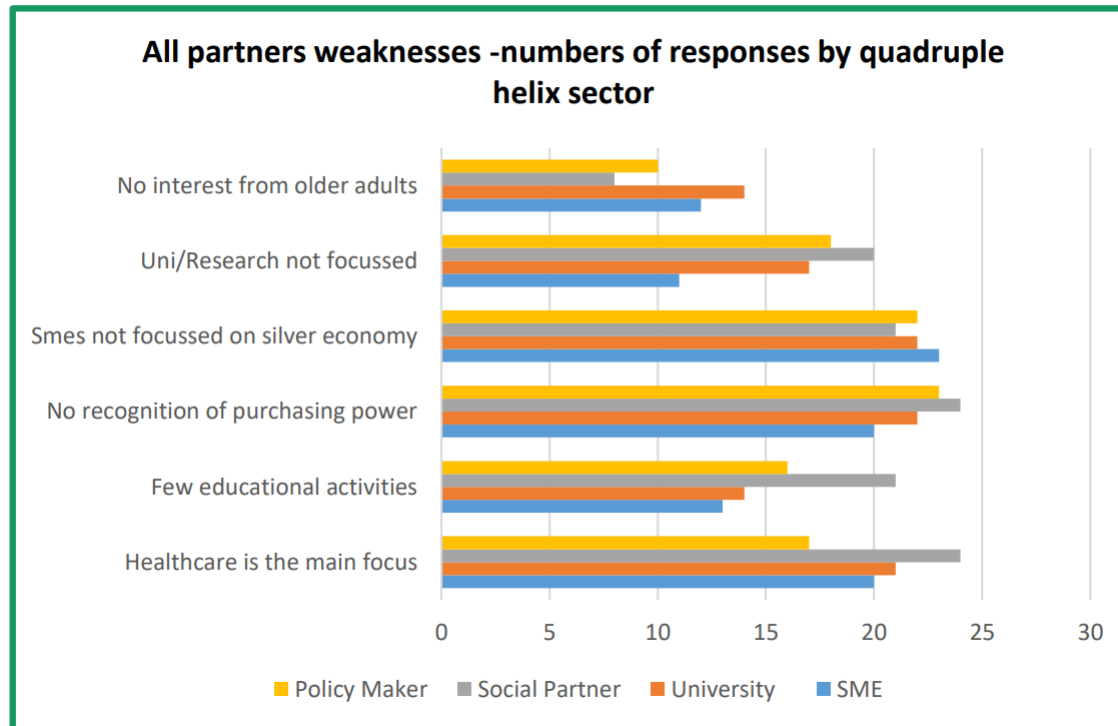
Our findings

- **Low familiarity with the term "Silver Economy" among SMEs in our regions**



Our findings

- SMEs were not oriented towards the Silver Economy
- No recognition of older adults as consumers
- Healthcare was the main focus



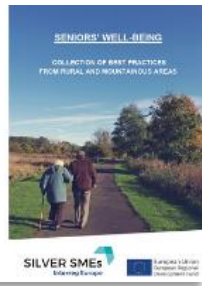
Our actions

Exchange of experiences *3 years*

- SWOTs
- Collection of +70 good practices
- 3 booklets of best practices
- 6 study visits
- 3 international thematic conferences

Action implementation *2 years*

- 8 Action Plans
- +20 actions to drive regional change





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Thank you!

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