

**Interreg
Europe**



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policy-making



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Policy Learning Platform webinar
30 March 2023

Silver Economy: Opportunities for SMEs

Silver Economy: Opportunities for SMEs

Rene Tönnisson
Luc Schmerber
SMEs competitiveness experts



What is meant by Silver Economy

- Silver economy is the system of production, distribution and consumption of goods and services aimed at using the purchasing potential of older and ageing people and satisfying their consumption, living and health needs.
- The silver economy includes thus the economic opportunities created by the aging population, which is expected to increase in the coming years.
- SMEs (small and medium-sized enterprises) can tap into this growing market by offering products and services that cater to the needs and preferences of older adults.

Main opportunities in Silver Economy for SMEs

1. Healthcare products and services: As people age, they may require more healthcare products and services. SMEs can develop and market products such as mobility aids, personal care items, and medical devices. They can also provide services such as home healthcare and care management.
2. Leisure and entertainment: Older adults have more leisure time and are often interested in activities such as travel, cultural events, and hobbies. SMEs can provide leisure and entertainment options tailored to the needs and interests of older adults.
3. Housing and accommodation: Many older adults prefer to live independently but may require housing and accommodation that is specifically designed for their needs. SMEs can develop and market products such as smart home devices, age-friendly housing, and retirement communities.
4. Financial products and services: Older adults may require financial products and services that are tailored to their needs, such as retirement planning, insurance, and estate planning. SMEs can provide these products and services and also develop new products that address the specific financial needs of older adults.
5. Transportation: Older adults may require transportation options that are convenient and accessible. SMEs can develop and market transportation services that are designed for older adults, such as ride-sharing services, transportation to medical appointments, and home delivery services.

Today's agenda

Alice Charlet e-health & market intelligence consultant at Eurasante
Silver Surfer, a call for innovative silvery economy projects, and **HIPA living lab**, which tests products and solutions for the elderly ([SILVER SMEs](#) project)

Joanne Boyle, head of engagement at Digital Health and Care innovation Centre
Healthy Ageing Innovation Cluster ([ACSELL](#) project)

Balazs Barta, Pannon Business Network, Hungary
Novel Solutions for Healthy Ageing (**NOTRE** project)

Interreg Europe **objective**

To improve **regional development policies**

How?

Through exchange of experience, innovative approaches and capacity building (in relation to the identification & transfer of good practices)

- Primarily dedicated to **policymakers**
- Focus on **exchange of experience**



Different from cross-border or transnational cooperation

Two actions



Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue



Policy Learning Platform

Further exploiting projects' achievements and opening up the programme benefits to all

Calls for project proposals

Second call

- From 15 March to 9 June 2023
- Open to all topics

Next events

EVENT

Rethinking local policies

Programme Practical information [Register](#)


Rethinking local policies

An Interreg Europe Policy Learning Platform event

📅 31 May - 1 June 2023

📍 In person | Zebrastaat | Ghent, Belgium

[Register](#)



With 'Rethinking local policies', and benefiting from all the knowledge from the Interreg Europe community, we will see the advantages of taking on board an integrated approach in policymaking.

You have four 'entry doors' that will define your agenda for the day:

- **Spaces for innovation**
- **Spaces for entrepreneurship**
- **Modern green districts**
- **Bringing back nature to the city**

📅 Date

31 May and 1 June 2023

📍 Location

Ghent, Belgium

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