



Did you know that about 70% of the EU's older adults agrees that developing products and services responding to their needs will become a key driver of the economy?*

*The SILVER SMEs project aims to support **regional policies in rural and mountainous areas** by enlightening the **potential for SMEs to develop new innovative products and services** of benefit and joy for a **senior population**. By supporting the development of new SMEs in the Silver Economy, an intrinsic objective is to **stimulate growth and competitiveness** of rural areas and mountainous areas.*

SILVER SMEs is celebrating its **first birthday!** During the last 6 months, project partners **collected good practices** across Europe to understand how public policies could support SMEs in the Silver Economy to develop their services in rural and mountainous areas. Alongside with our third partners meeting, an **international conference** was also organized in Tolmin, Slovenia, to capture **business opportunities arising from Active Ageing**.

Visit our website to learn more about us

www.interregeurope.eu/silversmes

Eurostat, "[Active ageing and solidarity between generations. statistical portrait of the European Union](#)", 2012 edition.



Business opportunities linked to Active Ageing

Gathering national and regional policy makers, researchers and silver economy actors, our conference aimed at identifying challenges and opportunities in the Silver Economy sector.

Read more here [>>>](#)



SILVER SMEs in a podcast

Luis Munoz, Head of the European affairs office of the Provincial Government of Teruel, was interviewed in the regional radio La Comarca on April 8, 2019 to present SILVER SMEs

Read more here [>>>](#)



"Let's cooperate" for the silver economy

Let's cooperate, organised by Interreg Europe, aims at connecting regional authorities and projects stakeholders. We attended the 5th interregional cooperation forum on April 10, 2019.

Read more here [>>>](#)



Check out SILVER SMEs first video!

Filmed during the partner's visit to Lille, on 29, 30 January 2019, this video aims to present the objectives of the project and the challenges for SMEs working in the silver economy sector.

Read more here [>>>](#)



Smarter Homes

Smarter homes is a show-flat with smart solutions for an independent and safe living for old adults, 65+. New Products are exhibited in a home Environment.

Read more here [>>>](#)



EDEN55plusNW

Designing suitable cross-border tourism products in pilot EDEN destinations for seniors 55+ to increase sustainable tourism flows in low/medium seasons in these EDEN areas.

Read more here [>>>](#)

Neki Creactivos SL

An ICT company that promotes safety of older adults through locators and preventive warnings. Is a watch that allow controlling the movement of a person.

Read more here [>>>](#)



Our good practices

Project partners have been collecting good practices for a year across all Europe! These inspirational initiatives supporting silver economy in rural areas are now available on our website.

Visit our good practices database [>>>](#)



High Level Forum on Silver Economy

09/07 - 10/07

Helsinki, Finland

More information

>> [here](#) <<

Active Assisted Living (AAL) Forum

23/09 - 25/09

Aarhus, Denmark

More information

>> [here](#) <<



How can you get involved?

- Participate in our [local stakeholder groups](#)

- Promote your [good practices](#) on our website
- Let us know about [your own project or event](#) related to Silver SMEs
- Feel free to reach out to us by [email](#) and learn more about our findings
- Follow us on the [social media](#)
- Share this [newsletter](#) with your colleagues
- Join a discussion with other SMEs and regional authorities on our [LinkedIn group](#)



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