



Did you know that 32% of the European Union's older adult's population lives alone?

*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' partners gathered in Zielona Gora, Poland, in October 2019, to discuss **business opportunities linked to the vulnerable and fragile ageing population** during our second international conference. **Nine** of our good practices from across Europe were introduced during our event, offering inspiration to the audience to support older adults. Discover them and learn more about our last events in this 5th newsletter!

Visit our website to learn more about us

www.interregeurope.eu/silversmes



SMEs opportunities for fragile & vulnerable elders

SILVER SMEs held its second international conference on October 24, 2019, in Zielona Gora, Poland. This second event was oriented towards business opportunities linked to the fragile and vulnerable ageing population.

Read more here [>>>](#)

Active and Healthy Ageing in cities and regions

A session on “Active and Healthy Ageing in cities and regions” was organised on Wednesday 9 October during the 2019 edition of the European Week of Regions and Cities to discuss the challenges related to the ageing population in Europe.

Read more here [>>>](#)



Meeting with Birgitta Sacrédeus, member of the CoR

During the 136th plenary session of the CoR, SILVER SMEs met with Birgitta Sacrédeus, member of Dalarna County Council in Sweden, member of the CoR and rapporteur for the recently adopted opinion on Active and Healthy Ageing.

Read more here [>>>](#)

The CoR adopts an opinion on Active & Healthy Ageing

The European Committee of the Regions (CoR) adopted an opinion on Active and Healthy Ageing. Through the opinion, the CoR is recognising the importance of the Silver Economy to help older adults staying active and healthy.

Read more here [>>>](#)





Silver Normandie

Silver Normandie was created in 2014 to connect Silver Economy actors within a Regional Sectoral Committee to facilitate innovation in the sector.

Read more here [>>>](#)



Homilys

"Homilys", is a new type of residence, proposing rental housing that is comfortable, secure and adaptable to the loss of independence of older adults in the North of France.

Read more here [>>>](#)



"RELAKS" Senior Club

250 older adults from Zielona Gora, Poland, enjoy coming to the club to hang out with their peers and support each other.

Read more here [>>>](#)



Our good practices

Project partners have been collecting 35 good practices from all around since a year ago! These inspirational initiatives supporting the Silver Economy in rural areas are now available on our website.

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



Business Opportunities
linked to Dependent
Ageing Population

**SAVE
THE
DATE**

FEBRUARY
06
2020

Cork
Ireland

SILVER SMEs' third international
conference

"Business Opportunities
linked to Dependent Ageing
Population"

More information to come

>>> [here](#) <<<

AgeingFit 2020

"The European event on
innovation in the Healthy
Ageing Sector"

28 & 29 January 2020
Nice - France

Save the date
JANUARY
28 & 29
2020
NICE, FRANCE
4th edition

The European event
fostering innovation
in the Healthy Ageing Sector





How to get involved?

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](#)