



Did you know that Spain, Sweden, Portugal and France are in the top 10 of EU countries with the highest share of older people living in rural areas\*?

*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.*

The last few months have been particularly challenging for older generations in Europe and demonstrated **how beneficial Silver Economy SMEs can be for isolated and vulnerable older people** during the COVID-19 pandemic. In this 7<sup>th</sup> newsletter, SILVER SMEs introduces you to **inspiring initiatives** to help the elderly and combat exclusion.

Save the date! Our next **international seminar on “Senior tourism”**, organised by Region Dalarna, Sweden, will be held **online on September 2 & 3, 2020**. Find more in this 7<sup>th</sup> newsletter!

Visit our website to learn more about us

[www.interregeurope.eu/silversmes](http://www.interregeurope.eu/silversmes)

\* Eurostat, "Ageing Europe — 2019 edition", p.25



### How the Silver Economy faces the COVID-19 crisis?

Rural SMEs, from the Silver Economy and other sectors, and rural communities have demonstrated a real sense of solidarity to take care of our elders.

Read more here [>>>](#)



### Calls for SMEs from the Silver Economy!

New calls for projects targeting SMEs and organisations from the Silver Economy have been published by the European Commission.

Read more here [>>>](#)



## How to address the exclusion of older people?

Older people are facing different types of exclusions in Europe. Exclusion from others is not the same as feeling lonely.

Read more here [>>>](#)

## SILVER SMEs publishes its 6th newsletter!

Did you miss anything on SILVER SMEs last conference in Cork? Catch up with our 6th newsletter!

Read more here [>>>](#)



## Age Friendly Town Programme

The Age Friendly Town programme connects policy makers and SMEs to provide tailored goods and services to older persons.

Read more here [>>>](#)



### Cuidarte

The services for the autonomy of people have the mission of promoting the quality of life of fragile and dependent people and their family caregivers.

Read more here [>>>](#)

## Hasta La Cocina

Hasta La Cocina offers to its customers in rural areas solutions to have access to healthy and homemade food delivered at home.

Read more here [>>>](#)



### Our good practices

Project partners have been collecting good practices for a year across all Europe! Find more inspirational initiatives supporting Silver Economy in rural areas!

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

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Business Opportunities  
linked to seniors tourism

SEPTEMBER  
02-03  
2020

Dalarna region  
Sweden

# SAVE THE DATE

SILVER SMEs' fourth  
international conference

"Business Opportunities linked to  
silver tourism"

2 & 3 September 2020  
Online event

>>> [More information soon](#) <<<

SilverEco International Festival

"The festival of ageing well and  
the silver economy"

10 – 13 December 2020  
Cannes, France

>>> [More information](#) <<<





AgeingFit 2021

"The event fostering innovation in the healthy ageing sector"

26 & 27 January 2021

Lille, France

>>> [More information](#) <<<



### 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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