



**Did you know that the consumption of people over 50 is projected to rise at around 5% per year, reaching a value of €5.7 trillion by 2025\*?**

*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 issue of ageing and the opportunities arising from the Silver Economy have been brought to the spotlight in recent weeks with the publication by the European Commission of the **Report on the Impacts of Demographic Change**. SILVER SMEs follows the debates ahead of the publication of an **EU Green Paper on Ageing** and shares inspiring good practices showcasing the **importance of the sector in rural and mountainous areas!**

Our next **international seminar on “Senior Tourism and Accessibility”** will take place **online** on September 2, 2020 from 10:00 to 12:00. Find more information in the event section of this 8<sup>th</sup> newsletter and register before August 25.

**Visit our website to learn more about us**

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

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\* European Commission, “*Report on the Impact of Demographic Change*”, June 2020



### Regional stakeholders gather in Zielona Góra

On July 2, 2020, the Regional Development Agency S.A organised its fourth stakeholders meeting in Zielona Gora, Poland. Read more here [>>>](#)



### Investigating the Silver Economy in Europe

In 2018, 101.1 million of EU citizens were over 65, nearly 20% of the total population. Discover more facts in our first interactive infographic on ageing! Read more here [>>>](#)



### The EU Commission's report on demography is out

Coordinated by Commissioner Šuica for Democracy and Demography, the report outlines the main demographic challenges and maps the future evolutions. Read more here [>>>](#)



### Euromontana brings the Silver Economy at EU level

SILVER SMEs' advisory partner Euromontana recently met with a member of Dubravka Šuica's cabinet to discuss the issue of ageing in mountain areas. Read more here [>>>](#)



### Meet with Adam Radziszewski, from CORDA Ltd

CORDA Ltd is a family company created by Adam Radziszewski in the rural area surrounding Zielona Gora. Discover this innovative SME in our video! Read more here [>>>](#)



### Eurasanté hold its 4th (online) stakeholders meeting

Eurasanté organised its 4th stakeholders' meeting, this time online. Discussions will help Eurasanté in shaping a coherent and efficient Action Plan. Read more here [>>>](#)



### Foundation for Drezdenko

The Foundation for Drezdenko provides care services and cooperates in various local initiatives.

Read more here [>>>](#)



### Network of services and activities for seniors

The Association of Aid Organizations provides a wide scope of social services, most beneficiaries are older adults.

Read more here [>>>](#)



## Economic support to nursing homes in Teruel

The Provincial Government of Teruel wants to support the nursing homes with some cash flow.

[Read more here >>>](#)



## Our good practices

Find on our website more inspirational initiatives supporting the Silver Economy in rural areas!

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



## EVENTS

Business Opportunities linked to seniors tourism

SEPTEMBER  
02-03  
2020

Online

SILVER SMEs  
Interreg Europe

European Union  
European Regional  
Development Fund

# SAVE THE DATE

SILVER SMEs' fourth international seminar  
Online event

Senior Tourism and Accessibility

September 2, 2020  
from 10:00 to 12:00

>>> [Registration](#) <<<

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](#)



STAY IN  
TOUCH



Register to  
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Interreg Europe

NEWSLETTER



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