



Did you know that nearly 30% of the European population outside of metropolitan areas is expected to be 65 years old or older by 2050*?

*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 held its fourth international seminar on September 2, 2020, to discuss **Senior Tourism & Accessibility**. This event was a source of inspiration to better adapt tourism experiences to the needs of older adults and to train SMEs to accessibility issues. You will find in this newsletter the full report as well as good practices from the event.

While partners are starting to design their Action Plans, we also invite you in this newsletter to discover in details our regional contexts on ageing and innovation in our **interactive infographics!**

Visit our website to learn more about us

www.interregeurope.eu/silversmes

* OECD, "Rural well-being: geography of opportunities", 2020



Polish partners discuss Lubuski's Action Plan

On 18th November 2020, the Regional Development Agency of Zielona Góra held its 5th stakeholders meeting.

Read more here [>>>](#)



Well-being of rural seniors: insights from the OECD

The OECD discussed the well-being of rural older adults in its report "Rural well-being: geography of opportunities".

Read more here [>>>](#)



The European challenge of active ageing post-COVID

Ageing was on the agenda of the European Week of Regions and Cities, the annual event where regions showcase their experiences.

Read more here [>>>](#)



4th stakeholders meeting for Sodebur

Sodebur organised its 4th stakeholders meeting virtually in October 22, 2020 to present the last developments of SILVER SMEs.

Read more here [>>>](#)



Call for papers on the Silver Economy!

Our partners Dr Helen McGuirk and Dr Aisling ConwayLenihan, launched a call for paper on the Silver Economy.

Read more here [>>>](#)



Dalarna involves stakeholders in a 4th meeting

During this 4th stakeholders' meeting, some participants had the opportunity to introduce their businesses.

Read more here [>>>](#)



Investigating the Silver Economy in
Hauts de France

What is it like to get old in Hauts de France? Why are SMEs that much ready to innovate?

Find out in our [interactive regional infographic!](#)



Investigating the Silver Economy in
Teruel Province

How to support the Silver Economy in the rural and mountainous areas of the Province of Teruel?

Find out in our [interactive regional infographic!](#)





Gamification of Dalarna

This initiative aims at creating an app and IT platform to facilitate the transition of businesses towards accessible tourism.

Read more here [>>>](#)



Organisation of senior tourism in Lubuskie Region

Cooperation between the University of the Third Age of Zielona Góra and a travel agency for adapted tourism experiences.

Read more here [>>>](#)



INATEL 55+ Senior Programme

INATEL 55+ programme aims at providing adapted housing for older tourists in inner Portugal.

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 [>>>](#)



Senior Tourism and Accessibility

Our 4th international seminar took place in September 2020. This event was an opportunity for common reflection and inspiration to address the issue of accessibility in the rural tourism sector.

>>> [Read the event report](#) <<<



AgeingFit 2021

25 to 28 January 2021 - Online

AgeingFit is the first European event dedicated to innovation partnerships in the healthy ageing sector. AgeingFit 2021 is extended to 4 days and goes 100% digital. Eurasanté will be organising its SILVER SMEs Local Info Day during the event, more information coming soon!

>>> [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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