

# AGEING IN RURAL EUROPE



## PEOPLE OVER 65 IN THE EU POPULATION

2018  
19.7%



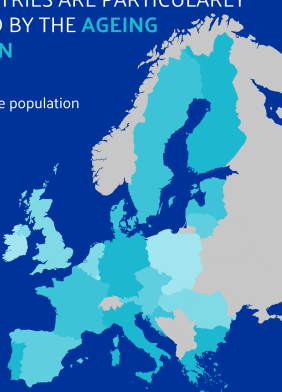
2050  
28.5%



## SOME COUNTRIES ARE PARTICULARLY CONCERNED BY THE AGEING POPULATION

Share of +65 in the population

- < 17%
- > 20%
- Non EU



ESPECIALLY IN RURAL AREAS

## IN IRELAND, OLDER PEOPLE MAINLY LIVE IN RURAL AREAS

rural

71%

urban

19%

BUT RURAL AREAS OFTEN LACK ADAPTED GOODS & SERVICES



TRANSPORT



HEALTHCARE



CULTURE

## THE SILVER ECONOMY CAN



GENERATE €3.7 TRILLION PER YEAR AS AN EMERGING MARKET FOR EUROPEAN ECONOMY

ENCOURAGE THE SETTLEMENT OF SMEs AND THE CREATION OF JOBS IN RURAL AREAS



CONTRIBUTE TO IMPROVE THE OFFER OF ADAPTED GOOD & SERVICES IN OUR REGIONS

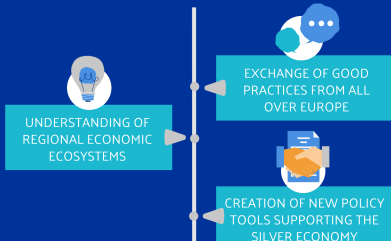
IMPROVE OLDER ADULTS' QUALITY OF LIFE AND QUALITY OF LIFE IN RURAL & MOUNTAINOUS AREAS



## SILVER SMEs

WANTS TO IMPROVE THE DELIVERY OF REGIONAL POLICIES FOR SMEs COMPETITIVENESS

BY BUILDING ON THE OPPORTUNITIES ARISING FROM THE SILVER ECONOMY SECTOR IN RURAL AREAS



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

SILVER SMEs  
Interreg Europe



European Union  
European Regional  
Development Fund