

AGEING IN REGION LUBUSKIE, POLAND



PEOPLE OVER 60 IN THE LUBUSKIE REGION

2016 **19%**
OF THE POPULATION

2050 **40%**
OF THE POPULATION



44%
OF THEM LIVE IN
RURAL AREAS

THE SHARE OF +85
IN RURAL AREAS
WILL INCREASE BY
251%

REGION LUBUSKIE NEEDS TO **ADAPT TO DEMOGRAPHIC CHANGES & RAISE AWARENESS ON THE SILVER ECONOMY**

50%
OF STAKEHOLDERS INTERVIEWED
ARE FAMILIAR WITH THE TERM
"SILVER ECONOMY" BUT NOT SURE
OF HOW TO DEFINE IT



**MORE & MORE SERVICES
TARGET OLDER ADULTS**



**MAINLY FOR LEISURE
ACTIVITIES & TOURISM**



NEW OFFERS MUST BE DEVELOPED IN
RURAL AREAS ON MOBILITY, ICT,
ASSISTED LIVING



Silver Economy
IN THE LUBUSKIE REGION HAS **POTENTIAL
FOR DEVELOPMENT** & CAN SUPPORT
THE AGEING POPULATION

& INITIATIVES IN THE REGION
ARE ALREADY MULTIPLYING



CORDA Ltd RESIDENCIAL CARE

EXAMPLE



THE RESIDENCE OFFERS
**ADAPTED HOUSING TO
AUTONOMOUS SENIORS**

17 ROOMS CREATED FOR
PERMANENT RESIDENTS



THE RESIDENCE ADDRESSES
BOTH NEEDS FOR ELDERLY
CARE AND CHILDCARE IN
RURAL AREAS AND WILL
CREATE JOBS



CORDA Ltd IS A FAMILY SME
WHICH OPENED IN 2020 A
RESIDENCE FOR OLDER ADULT
IN A RURAL VILLAGE



THIS INNOVATIVE RESIDENCE
ALSO WELCOMES 20 KIDS IN
A KINDERGARTEN AS THE
LOCAL SCHOOL WAS CLOSED

MAINTAINS SERVICES, PROMOTES
INTERGENERATIONAL ACTIVITIES

SILVER SMES

WILL HELP REGION LUBUSKIE TO IMPROVE
REGIONAL POLICIES FOR SMEs COMPETITIVENESS
TO ENHANCE THE **DEVELOPMENT OF SILVER
ECONOMY** SMEs IN RURAL AREAS

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18
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23



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SILVER SMES
Interreg Europe



European Union
European Regional
Development Fund



Agencja Rozwoju
Regionalnego S.A.
w Zielonej Górze