

# AGEING IN REGION HAUTS DE FRANCE



## PEOPLE OVER 65 IN REGION HAUTS DE FRANCE

**2018**  
20 %



**2030**  
26 %



30% INCREASE  
IN 10 YEARS



OLDER ADULTS WILL REPRESENT MORE THAN **1 PERSON IN 4** BY 2030



**100%**

OF SMEs, POLICY MAKERS, SOCIAL PARTNERS & RESEARCHERS ARE FAMILIAR WITH THE TERM "SILVER ECONOMY SECTOR" IN THE REGION

BECAUSE THE SECTOR IS WELL DEVELOPED IN THE COUNTRY



**2013**

FRANCE LAUNCHED A NATIONAL PLAN FOR THE SILVER ECONOMY



**2016**

LAUNCH OF [AGETECH ACCELERATOR](#), A CROSS BORDER SILVER ECO ACCELERATOR



**2017**

HAUTS DE FRANCE MAKES THE SILVER ECO A PRIORITY SECTOR & HOSTS [AGEINGFIT](#)



**2021**

OPENING OF A NEW INCUBATOR FOR SILVER ECONOMY COMPANIES

## Silver Economy IN REGION HAUTS DE FRANCE REGION IS A GROWING SECTOR ...

MANY DIGITAL INNOVATIONS TARGET OLDER ADULTS



BUT TO BETTER MEET DIFFERENT NEEDS AND BUDGETS THE OFFER SHOULD BE MORE DIVERSIFIED



INITIATIVES ARE MULTIPLYING IN REGION HAUTS DE FRANCE



EXAMPLE

## SILVER SURFER CALLS FOR PROJECTS



SILVER ECONOMY SMEs APPLY TO RECEIVE FUNDING TO DEVELOP INNOVATIVE PROOFS OF CONCEPT

€ 50.000 OF GRANTS ARE TO BE SHARED BETWEEN SELECTED PROJECTS



LAUREATES RECEIVE SUPPORT TO DEVELOP A 'READY TO MARKET' INNOVATION

ON HOUSING, DEPENDENCY, SUPPORT TO CAREGIVERS, AUTONOMY ETC.



ANNUAL CALL FOR SILVER ECONOMY PROJECTS LAUNCHED IN 2015 BY EURASANTE

IN 2020, SILVER SURFER 6.0 WAS THE 6TH CALL



4 MONTHS OF DEVELOPMENT IN COLLABORATION WITH THE TARGET GROUP & UNDER SUPERVISION OF EURASANTE

BASED ON THEIR DEVELOPMENT RESULTS 3 LAUREATES ARE SELECTED

## SILVER SMEs

WILL SUPPORT REGION HAUTS DE FRANCE IN FURTHER [IMPROVING REGIONAL POLICIES](#) FOR SMEs COMPETITIVENESS TO ENHANCE THE DEVELOPMENT OF SILVER ECONOMY

2018  
2023



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

**SILVER SMEs**  
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