

# AGEING IN THE IRISH SOUTHERN REGION



## PEOPLE OVER 65 IN THE SOUTHERN REGION



**2018**  
**15%**



ONLY **1% MORE** THAN THE NATIONAL LEVEL

IRELAND 14%

SOUTHERN REGION 15%

BUT THIS SHARE WILL **RAPIDLY INCREASE** AS THE POPULATION IS AGEING

**2026**  
**18%**



**2036**  
**22%**



SOUTHERN IRELAND NEEDS TO **ADAPT** TO **DEMOGRAPHIC FORECASTS** & **RAISE AWARENESS** OF THE **SILVER ECONOMY**

MOST STAKEHOLDERS INTERVIEWED WERE UNSURE OF THE AGE PROFILE & DEFINITION OF THE TERM 'SILVER ECONOMY'

**40%** OF THE LOCAL SMEs INTERVIEWED THINK **OLDER ADULTS BENEFIT** FROM **INNOVATIVE GOODS & SERVICES** IN SOUTHERN IRELAND



EXISTING OFFERS ARE MAINLY FOCUSED ON:



ASSISTED LIVING SERVICES



DAY-CARE AND RESIDENTIAL SERVICES

## Silver Economy

HAS THE POTENTIAL TO CREATE **OPPORTUNITIES** IN SOUTHERN IRELAND ...

ON **MOBILITY, TOURISM, SPORT, SMART TECH** ...

**TRAINING** CAN HELP INCREASE ENTERPRISES' **KNOWLEDGE** OF THE SECTOR

INITIATIVES ARE **ALREADY EMERGING**



EXAMPLE

### AGE FRIENDLY TOWN PROGRAMME



**4 RURAL SMALL TOWNS** JOINED AS PILOT IN 2017

BANDON, KINSALE, MITCHELSTOWN, COBH

**CORK COUNTY COUNCIL** INITIATIVE TO HELP BUSINESSES' ADAPT TO THE NEEDS OF OLDER PEOPLE

LOCAL ENTERPRISES TAKE A **TRAINING PROGRAMME** & RECEIVE THE **AGE FRIENDLY IRELAND TOOLKIT**

ON THE **SILVER MARKET** SIZE, ACCESSIBILITY ...

IN BANDON, SOME BUSINESSES' **ADAPTED** THEIR **SERVICES** OR **PREMISES** TO BETTER MEET THE NEEDS OF OLDER PEOPLE

RAMPS, HOME DELIVERY FOR DEPENDENT PEOPLE ...

EACH TOWN RECEIVES **€ 5,000** & **ADMINISTRATIVE SUPPORT** FROM CORK COUNTY COUNCIL TO IMPLEMENT LOCAL AGE-FRIENDLY INITIATIVES

## SILVER SMEs

WILL SUPPORT SOUTHERN IRELAND IN IMPROVING **REGIONAL POLICIES** FOR SMEs COMPETITIVENESS TO ENHANCE THE **DEVELOPMENT** OF **SILVER ECONOMY** SMEs IN **RURAL AREAS**

20  
18  
20  
23



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

**SILVER SMEs**  
Interreg Europe



European Union  
European Regional  
Development Fund

**CIT** CORK INSTITUTE OF TECHNOLOGY  
INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ

**HINCKS CENTRE**