

# AGEING IN REGION DALARNA, SWEDEN



PEOPLE OVER 65: **24%** OF DALARNA'S POPULATION

IN RURAL AREAS UP TO **27.3%**

DALARNA IS AMONG THE **LEAST POPULATED SWEDISH REGIONS**

Population density



THE RURAL ECONOMY **SERVICES SECTOR** IS LESS DEVELOPED IN RURAL AREAS



**66%** OF WORKERS OPERATE IN **SERVICES** IN THE REGION AGAINST **49%** IN RURAL AREAS

**0%** OF SOCIAL PARTNERS INTERVIEWED KNEW THE TERM **SILVER ECONOMY**

**55%** OF ALL RESPONDENTS THINK THERE ARE STRONG **OPPORTUNITIES** IN THE REGION FOR THE **SILVER ECONOMY** SECTOR

IN PARTICULAR POLICY MAKERS

APART FROM **HEALTHCARE**, OLDER ADULTS ARE NOT CONSIDERED AS **KEY ECONOMIC ACTORS**



## Silver Economy

HAS MAJOR **DEVELOPMENT OPPORTUNITIES** TO **SEIZE** IN REGION DALARNA ...

ON **ICT TRAININGS**, **MOBILITY DEVICES**, **SMART TECH** ...

**INITIATIVES ARE ALREADY EMERGING**

### SMARTER HOMES

EXAMPLE



**35 GUIDED VISITS** OF THE SHOW FLAT IN 1 YEAR + OPEN HOUSE EVENTS

PRODUCT DEMONSTRATIONS WITH 9 EXHIBITORS



SILVER ECO BUSINESSES EXHIBIT THEIR INNOVATIVE PRODUCTS IN THE SHOW FLAT IN FALUN CITY



LOCATED IN THE MUNICIPAL BUILDING WELCOMING OLDER & DISABLED PERSONS

FREE OF CHARGE FOR BUSINESSES, EASIER CONTACT WITH END USERS ...

## SILVER SMES

WILL SUPPORT REGION DALARNA IN IMPROVING **REGIONAL POLICIES** FOR SMES COMPETITIVENESS TO ENHANCE THE **DEVELOPMENT OF SILVER ECONOMY** SMES IN **RURAL AREAS**

2018  
2020  
2023



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

**SILVERSMES**  
Interreg Europe



European Union  
European Regional  
Development Fund

**REGION DALARNA**