



Did you know that by 2050 Greece, Cyprus, Sweden and Portugal would be the EU countries with the highest proportion of older adults in mountainous areas*?

The SILVER SMEs project aims to support regional policies in rural and mountainous areas by enlightening the potential for SMEs to develop new innovative products and services of benefit and joy for a senior population. By supporting the development of new SMEs in the Silver Economy, an intrinsic objective is to stimulate growth and competitiveness of rural areas and mountainous areas.

SILVER SMEs held a peer review in December 2020 to select 23 best initiatives among the 70 good practices collected since 2018. These **23 best practices** are inspiring examples of regional support to the Silver Economy sector in rural and mountainous areas. From adapted housing to intergenerational activities, home deliveries and tourism, and much more, these examples illustrate the diversity of goods and services that can be developed to enhance the well-being of rural older adults. SILVER SMEs has compiled these best practices into **3 thematic brochures** to discover in this newsletter!

Save the date! SILVER SMEs invites you to its mid-term conference on “Challenges and solutions to cope with ageing in rural Europe: the role of the Silver Economy”, which will take place online on **April 21, 2021**, from 09:45 to 13:00. By giving the floor to European and regional policymakers,

researchers and stakeholders, this event will discuss demographic changes in rural and mountainous Europe, showcase inspiring initiatives and explore how European and regional policies can cope with the challenges of ageing in these areas. You will find more information on this event below.

Visit our website to learn more about us

www.interregeurope.eu/silversmes

** Joint Research Centre, "The Demographic Landscape of EU Territories", 2021*



SMEs' opportunities showcased at Eurasanté Info Day

The Hauts-de-France region is very active in the development of the Silver Economy. Further opportunities were presented during Eurasanté's Local Info Day.

Read more here [>>>](#)



EU Green Paper on Ageing published!

The European Commission wants to tackle demography issues in rural areas. Commissioner Šuica presented in January her Green Paper on Ageing.

Read more here [>>>](#)



6th meeting exchange with stakeholders in Teruel

The Council of Teruel, leader of SILVER SMEs, organised its 6th stakeholders meeting in January to discuss the project's progresses with local actors.

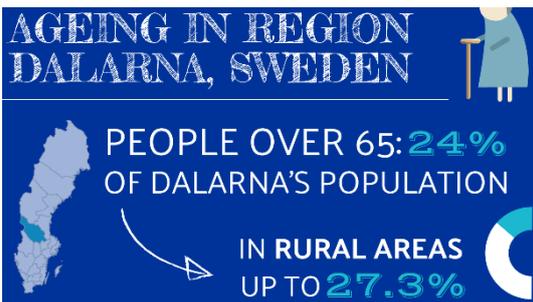
Read more here [>>>](#)



Our recommendations for the EU Green Paper on Ageing

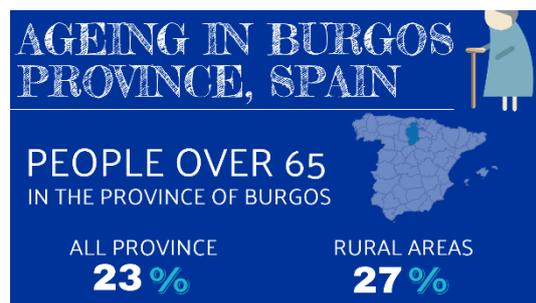
The European Commission opened a roadmap to feedback last December, SILVER SMEs provided some recommendations in a contribution.

Read more here [>>>](#)



Investigating the Silver Economy in region Dalarna

What are the existing initiatives to boost the offer of adapted goods and services in the

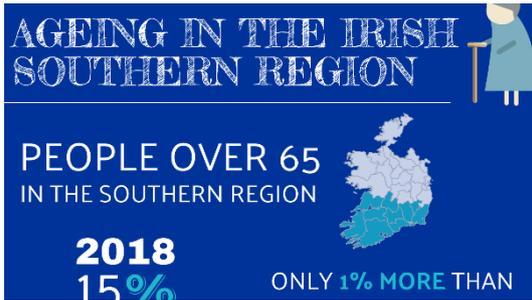


Investigating the Silver Economy in Burgos Province

What is it like to get old in Burgos Province? How can SILVER SMEs support the

Find out in our [interactive regional infographic!](#)

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Investigating the Silver Economy in Southern Ireland

How can services be further developed in rural territories? What initiatives already exist for rural seniors' quality of life?

Find out in our [interactive regional infographic!](#)

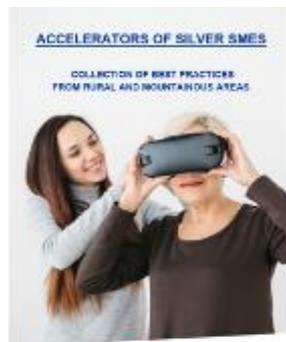


Investigating the Silver Economy in region Lubuskie

Are people and entrepreneurs familiar with the Silver Economy and its audience in the region?

Find out in our [interactive regional infographic!](#)





Discover how regions can boost the Silver Economy and improve older adults's quality of life in our 3 best practices brochures!

Among the 70 good practices collected by SILVER SMEs, 23 have been awarded as best practices for their regional policy dimension and their benefits for older people and the economy of our regions. SILVER SMEs' best practices are compiled into 3 thematic brochures on:

- Senior housing
- SMEs' accelerators
- Older adults' well-being

Read more here [>>>](#)



CHALLENGES & SOLUTIONS TO COPE WITH AGEING IN RURAL EUROPE

THE ROLE OF THE SILVER ECONOMY

SAVE THE DATE!



21 April 2021

09:45 - 13:00

Online

SILVER SMEs
Interreg Europe

 European Union
European Regional
Development Fund

www.interreurope.eu/silversmes/

SILVER SMEs mid-term conference

Challenges & solutions to cope with ageing in rural Europe: the role of the Silver Economy

April 21, 2021 from 09:45 to 13:00

Online

>>> [More information soon](#) <<<



How to get involved?

How can you get involved?

- Participate in our [local stakeholder groups](#)
- Promote your [good practices](#) on our website
- Let us know about [your own project or event](#) related to Silver SMEs
- Feel free to reach out to us by [email](#) and learn more about our findings
- Follow us on the [social media](#)
- Share this [newsletter](#) with your colleagues
- Join a discussion with other SMEs and regional authorities on our [LinkedIn group](#)



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TOUCH



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NEWSLETTER



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