

AGEING IN CIM DO AVE, PORTUGAL



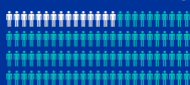
CIM DO AVE IS A **MOUNTAINOUS INTERMUNICIPALITY** OF NORTHERN PORTUGAL

57%

OF THE POPULATION LIVE IN VILLAGES WITH LESS THAN **2000** INHABITANTS

15%

OF THE POPULATION IS OVER 65



CIM DO AVE CAN HELP TO INCREASE THEIR **QUALITY OF LIFE** BY SUPPORTING THE **SILVER ECONOMY** SECTOR

60%

OF LOCAL STAKEHOLDERS INTERVIEWED ARE **FAMILIAR** WITH THE TARGET GROUP OF THE **"SILVER ECONOMY"**



50%

OF **SMEs** THINK THAT THEY ARE **NOT WELL PLACED** ON THE MARKET TO DEVELOP **GOODS & SERVICES** FOR OLDER ADULTS



AWARENESS RAISING IS CRUCIAL TO SHOW THE OPPORTUNITIES TO **SMEs**

DAYCARE IS THE MOST DEVELOPED SERVICE FOR OLDER ADULTS IN CIM DO AVE



FOR NOW **SMEs** DON'T SEE THE +65 AS **CONSUMERS ... WITH SPECIFIC NEEDS**

BUT CIM DO AVE HAS **ASSETS** TO SUPPORT THE DEVELOPMENT OF THE SILVER ECONOMY

63%

OF LOCAL BUSINESSES ARE **SMEs**

IN 2013

CIM DO AVE ADOPTED A PROGRAMME TO SUPPORT **ENTREPRENEURSHIP & INNOVATION**



& INITIATIVES IN THE SILVER ECONOMY SECTOR ARE ALREADY MULTIPLYING IN CIM DO AVE



EXAMPLE

VIDA FELIZ



6 SPORT TEACHERS & 7 SMEs INVOLVED IN DESIGNING AND PROVIDING SPORT CLASSES

60 CLASSES & 400 PARTICIPANTS IN 2018-2019



INITIATIVE TO PROMOTE **ACTIVE AGEING** AMONG OLDER ADULTS OVER 55 WITH **ADAPTED SPORT CLASSES**

GOLF, DANCE, GYM, JUDO, WALKING FOOTBALL ...



THE **LOCAL UNIVERSITY** MONITORS THE BENEFITS ON SENIORS' HEALTH AND THE **GUIMARAES MUNICIPALITY** PROVIDES **FINANCIAL SUPPORT**

SILVER SMEs

WILL SUPPORT CIM DO AVE IN IMPROVING REGIONAL POLICIES FOR **SMEs** COMPETITIVENESS TO ENHANCE THE **DEVELOPMENT OF SILVER ECONOMY** **SMEs** IN **RURAL AREAS**



www.interregeurope.eu/silversmes/

2018-2023

SILVER SMEs
Interreg Europe



Comunidade Intermunicipal do Ave