



**Did you know that 30.3% of the EU population  
will be over 65 by 2058?\***

*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 partners are now implementing their **regional Action Plans** to support the development of the Silver Economy in their territory. On this occasion, SILVER SMEs introduces you to 3 out of 8 Action Plans and tells you how the Province of Teruel (Spain), region Dalarna (Sweden) and the Comunidade Intermunicipal do Ave (Portugal) will **support the development of the Silver Economy** in their territory.

This newsletter explains in a simple and concise way what actions are being implemented, with what budget and how they respond to the **specific needs of these territories**. Whether you are interested in **accessible tourism, training for entrepreneurs** or the development of **smart housing** for older adults, you will find in these Action Plans some inspiration to address the challenge of ageing in your rural area!

Visit our website to learn more about us

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

\* Eurostat, *Ageing Europe*, 2021



### CIM do Ave's Action Plan boosts the Silver Economy!

The Comunidade Intermunicipal do Ave (Portugal), explains its Action Plan will drive action and change in its territory. The actions foreseen include the development of an awareness raising campaign among SMEs and the creation of a training programme.

Read more here [>>>](#)



### Ageing in Europe: what do the latest statistics say?

Eurostat has recently released its annual publication *Ageing Europe 2021*. This interactive report provides updated data on older adults in the European Union for the year 2020 and forecasts the demographic trends and the development of the Silver Economy.

Read more here [>>>](#)



### Dalarna's Action Plan works for the Silver Economy

Our partner region Dalarna (Sweden) details how the measures from its Action Plan can bring change in the region. The actions include the development of a research centre for the elderly and ageing and further support to smart homes devices for older adults.

Read more here [>>>](#)



### The Government of Teruel unveils its Action Plan

The Provincial Government of Teruel counts on its Action Plan to make a difference in the province. The actions comprise the creation of a Chair for the Silver Economy, a partnership with the University of Zaragoza and more training for SMEs.

Read more here [>>>](#)





## 8 Action Plans to answer the needs of ageing territories

Eager to know more about the Action Plans of SILVER SMEs' partners? Want to know how they will support the Silver Economy in the Hauts-de-France, Lubuskie or South West Ireland regions? All Action Plans are now available in the library section of our website. From tourism to care, Internet of the Things and social entrepreneurship, the 8 Action Plans focus on the key assets of our partners' region.

Get inspired here [>>>](#)



## Discover our achievements in our results factsheet!

Want to learn more on SILVER SMEs' actions? Check out our results factsheet to read more about our activities over the last three years. You can find in our results factsheet inspiration to cope with ageing in rural and mountainous areas through our best practices brochures, regional contexts, policy recommendations for the Silver Economy and videos.

Read more here [>>>](#)



## How can you get involved?

- Let us know about [your own project or event](#) related to Silver SMEs
- Feel free to reach out to us by [email](#) to learn more about our findings
- Follow us on the [social media](#)
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