



Did you know that we are implementing 8 Action Plans to support the Silver Economy in rural 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 has made **great progress in the last few months!** We are still implementing our 8 Action Plans and we met in Dalarna in October 2022 to review our progresses. Speaking of our Action Plans, you can [discover the last 2](#) in this newsletter!

We were also present at the **European Week of Regions and Cities** to present our approach and results. Our **15-minute pitch session is available** as a [replay](#)!

Last but not least, SILVER SMEs held its **final conference** in Brussels on 21 February. The event was a success and **brought together European and regional policy makers around the issue of ageing in rural Europe and the Silver Economy**. You can find the event [report and presentations](#) of this conference in this newsletter!

But SILVER SMEs is not over yet! We have a few months left to continue implementing our actions and supporting SMEs in the Silver Economy. Stay tuned! By the way, **do not miss the [Interreg Europe's webinar "Silver Economy: Opportunities for SMEs"](#)** with the SILVER SMEs and ACSELL projects organised next 30 March!

Visit our website to learn more about us

<https://projects2014-2020.interregeurope.eu/silversmes/>



Eurasanté's Action Plan steps up the Silver Economy

We meet with Alice Charlet, Project Manager at Eurasanté in Lille, France. She reports on how the Action Plan developed by Eurasanté boosts the Silver Economy in region Hauts-de-France. Eurasanté's Plan includes two main actions.

Read more here [>>>](#)



The EU Commission promotes the Silver Economy

Rural Europe is ageing, but the Silver Economy can be part of the solution. This is the message shared by the



Lubuskie's actions drive the silver social economy

We meet with Dorota Bazuń, PhD at the Sociology Institute of the University of Zielona Góra. She tells us how the Action Plan for Region Lubuskie, Poland, encourages social businesses to embrace the Silver Economy and provide better care services.

Read more here [>>>](#)



Partners visit good practices in Dalarna

SILVER SMEs organised its 6th partners meeting on 19 and 20 October 2022 in Dalarna, Sweden. The meeting was an

the impact of demographic change in a changing environment” published last 17th January.

Read more here >>>



The European Commission publishes its care strategy

In the post COVID-19 pandemic context, the European Commission has published its new EU care strategy. The strategy aims to ensure access to quality care for citizens, in particular in respect to childcare and elderly care.

Read more here >>>

implementation progress of partners Action Plan and visit on site some of good practises from Region Dalarna.

Read more here >>>



What links Smart Villages and the Silver Economy?

Smart Villages seek solutions rooted in the local territory that can generate value and benefits for the community, including for the ageing population. So, how can the concept apply to the Silver Economy sector in rural areas?

Read more here >>>



The rural Silver Economy is supported by European and regional policies as well as by local actions. This was the key message of the SILVER SMEs final conference, held on 21 February 2023. The SILVER SMEs final conference was an opportunity to show how the partners have succeeded in bringing about change in the regions in developing the Silver Economy and coping with ageing.

Check out the event outcomes here [>>>](#)

Last October, SILVER SMEs organised a pitch session at the 2022 edition of the European Week of Cities and Regions. Why SILVER SMEs? What are the challenges related to ageing in rural and mountainous areas? To what extent can the Silver Economy be a solution? What are we doing to make a difference on the ground? The session provided all these keys of understanding in 15 minutes.

Watch the session here [>>>](#)



Join Interreg Europe's webinar with the SILVER SMEs and ACSELL projects!

"Silver Economy: Opportunities for SMEs"

30 October 2023 - online

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



www.interregeurope.eu/policy-learning-platform



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](#)
- Share this [newsletter](#) with your colleagues



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