



SILVER SMEs farewell newsletter

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 is coming to an end, after 5 years of successful interregional cooperation and action on the ground to support the development of the Silver Economy in ageing rural territories.

In this last newsletter you will find:

- [our results factsheet](#), available in 7 languages to discover our results at a glance.
- [our 8 Action Plans](#), summarised in short articles to easily understand our measures and their impacts.
- [the conclusions of our final conference](#), to look back on the event and find speakers' interventions.
- [our partners' upcoming activities](#), to discover how we are continuing this work after the end of SILVER SMEs.

Thank you for following our adventures since the beginning of SILVER SMEs in 2018! We hope that our results will be useful and that they will inspire you to **build a better living environment for older generations in rural areas!**

Visit our website to learn more about us

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



Discover our achievements at a glance in our results factsheet!

SILVER SMEs is coming to an end, and it is time **to look back at the project's achievements**, available at a glance in our results factsheet!

After 5 years of interregional cooperation, SILVER SMEs has gathered knowledge on the Silver Economy in rural areas and collected good practices on how to support businesses in this sector. The project has also produced different tools to help understand the challenges of this sector, such as videos and brochures.

Last but not least, the SILVER SMEs partners have designed 8 Action Plans to support the emergence and development of the Silver Economy in their territory. They include various measures adapted to each territory and can inspire you to build policies adapted to ageing regions.

Find out more in our results factsheet, available in English, French, Polish, Portuguese, Slovenian, Spanish and Swedish!

Discover the results factsheet here [>>>](#)

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What are the measures we included in our Action Plans? How were they funded, which actors got involved and what are the concrete impacts?

Discover and understand the **8 SILVER SMEs Action Plans** in a few minutes through our informative and **easy-to-read articles!**



Action Plan for Region Aragon (Spain)

The Action Plan of the Provincial Government of Teruel focuses on communication and training towards entrepreneurs and create linkages with regional policies and research.

Discover the Action Plan here [>>>](#)



Action Plan for Region Dalarna (Sweden)

Region Dalarna's Action Plan supports the development of smart devices for home environments and enhances the linkages with research activities on ageing.

Discover the Action Plan here [>>>](#)



Action Plan for the Comunidade Intermunicipal do Ave (Portugal)

The Comunidade Intermunicipal do Ave designed an Action Plan aimed at



Action Plan for Southwest Ireland (Ireland)

The Hincks Centre for Entrepreneurship Excellence's Action Plan makes of the

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the principles of the Silver Economy.

priority and promotes business training.

[Discover the Action Plan here >>>](#)[Discover the Action Plan here >>>](#)

Action Plan for Northern Primorska (Slovenia)

Soca Valley Development Center's Action Plan aims to create a network of centers for the Silver Economy in order to further promote the Silver Economy and provide support to businesses.

[Discover the Action Plan here >>>](#)

Action Plan for the Province of Burgos (Spain)

The Action Plan of Society for the development of the province of Burgos promotes the Silver Economy among SMEs through a call for funding to support rural entrepreneurs.

[Discover the Action Plan here >>>](#)

Action Plan for region Hauts-de-France (France)

Eurasanté's Action Plan boosts the Silver Economy in region Hauts-de-France. The plan includes two main actions: supporting businesses through Silver Surfer calls and with an incubator.

[Discover the Action Plan here >>>](#)

Action Plan for region Lubuskie (Poland)

The Action Plan from the Regional Development Agency JSC focuses on supporting social economy businesses and aims at developing care farming models for older adults.

[Discover the Action Plan here >>>](#)

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A look back at our closing conference

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.

Read more here [>>>](#)



Our partners aren't stopping there!

Even though SILVER SMEs is coming to an end, our partners are still fully committed to improving the quality of life of older adults and boosting the Silver Economy in our territories! Follow their activities to stay informed!

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NOTRE

NOTRE: **Eurasanté** is part of the new Interreg Europe project [NOTRE](#). The project aims to support the improvement of regional policies related to innovation and new product development for healthy ageing. It will for example support the development of labs and testing infrastructures for the marketing of new products targeting older adults. The NOTRE project officially started in March 2023 and will last 4 years.



Senior Eco-Nect

SeniorEcoNect: **Eurasanté** and the **Munster Technological University** are involved in the Horizon Europe project [SeniorEcoNect](#), which aims to identify and map all organisations involved in the silver economy sector. The overall objective is to contribute to the emergence of new Silver Economy ecosystems by helping organisations to set up new collaborations.



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