



**Interreg  
Europe**



European Union | European Regional Development Fund

## **Silver Economy – opportunities for SMEs** **Showcasing Good Practices from the Interreg Europe** **community**

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30.03.23

# Presentation



For over 20 years, Eurasanté has strived to develop the nutrition and health sectors in the Hauts-de-France region. Our experienced project managers help researchers, start-ups, and companies develop their projects.

Our objective is to **help develop the regional economy by creating employment and wealth in the area, while improving prevention and care.**



# Our actions to source and support entrepreneurship



Our experienced project managers help researchers, start-ups, and companies with their development projects. Our services:

- **Promote research activity**
- **Cooperate with research**
- **Set-up a business**
- **Fundraising support**
- **Recruitment support**

# The Silver Surfer Call for projects



**SILVER  
SURFER**



A call for projects launched in 2015 to stimulate innovation for healthy ageing and to provide innovative solutions for seniors losing their independence. Support for the prototyping and testing of the solutions developed.

**Partnership model:** From end user to dissemination and fundings

- Local Authorities and payers: Region / City Council / Social Security
- Insurers
- Nursing Homes and Home care service providers
- Hospitals
- Financing authorities

**Key figures for the 8 editions of Silver Surfer:**

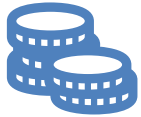
- **+170** applications received
- **45 proofs of concept** funded for an amount of €360,000
- **27 final winners** supported in the development of their product or service
- **28 thematics** related to the challenges of aging

**Create a growth context for SMEs to answer user needs**

# Silver Surfer Value Proposition



Experimentations with a structured network of care and non establishments



Fundings for awarded SMEs for developing their products and solutions (POC)



Expertise on ergonomic, design, User eXperience



Networking opportunities thanks to the partners of the call for project



Visibility through exposure in regional showrooms such as HIPÂ and the European AgeingFit business convention

# The HIPÂ appartement concept

HIPÂ is a **showroom** like apartment dedicated to well being for elderly people living at home or in care establishments (nursing homes). It is open to public and equipped with the last solutions and innovations linked to the dimensions of well ageing:

- Nutrition
- Security
- Wellbeing and social abilities
- Mobility and adaptability (housing)

HIPÂ apartments could be visited individually or collectively all year long thanks to an animator who knows all the products and solutions and the interests for visitors.

In 2021 a virtual visit capability has been added to the offer to have a more wider visitor indicators

## In 2022 :

- + 230 visitors per year
- + 85 solutions exposed
- + 35 companies represented



Marles-les-Mines (62)

**Promoted and managed since 2018 by:**

LA VIE **ACTIVE**  
Association humaine  
et sociale  
Humaniste et Fraternelle

  
**eurasanté**  
Entreprendre et Réussir

**HIPÂ is a place for:**



Expérimentation

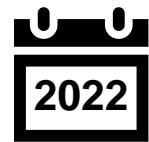
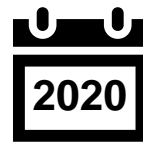


Trainings



Co-creation

# The HIPÂ concept over the years



- Launch of the concept
- As a result of SEAS2Grow EU project

- Fundings activity
- Selection of products and solutions to be presented

- Acceleration
- More projects

- Virtual visits

- Test boxes concept deployed



- Launch of a call for project to diversify the solutions exposed
- A new appartement in Harnes
- Dedicated online platform for housing adaptation

# How it works regarding fundings?



**60 000 €**

For the project management and the  
showroom animation



**Fondation**

**10 000 €**

For the development of the online tool for  
housing adaptation



**2024**

VITAL Project to test and accelerate the  
boxes' concept for at home services



## CONTACT US



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