

# CHALLENGES AND SOLUTIONS TO COPE WITH AGEING IN RURAL EUROPE

21 April 2021

10:00 to 12:45 (CET)

Online

## THE ROLE OF THE SILVER ECONOMY



### SILVER SMEs mid-term conference

By 2070, 30% of Europe's population will be aged 65 and over, which is 10% more than today. Rural and mountainous areas are particularly affected by this demographic change and need to develop living environments that meet the needs of older people.

SILVER SMEs is an Interreg Europe project (2018-2023) that aims to support regional policies in rural and mountainous areas by enlightening the potential for SMEs to develop innovative products and services of benefit and joy for a senior population and for growth and competitiveness in rural regions.

What are the impacts of ageing in rural and mountain areas? How can the Silver Economy help addressing the needs of rural older adults? SILVER SMEs' mid-term conference will discuss demographic changes in rural territories and showcase inspiring initiatives collected from all over Europe.

At a time when the European Commission is investigating the challenges of ageing and when a new programming period is starting, SILVER SMEs' event will also explore how European and regional policies can cope with the challenges of ageing in rural regions. In particular, the conference will look at how EU initiatives can help to build more dynamic rural communities and boost economic sectors that improve the quality of life in these areas. By providing examples of policy actions that support business creation, the event will also explore how regional policies can further contribute to the development of the Silver Economy and the well-being of their ageing population.

*Interpretation will be available in English, French and Spanish. The event will be held on Zoom.*



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

## DRAFT PROGRAMME

10.00 – 10.05 Opening remarks by **Manuel Rando López**, President of the Provincial Government of Teruel, Lead Partner of SILVER SMEs

### Session 1: Context: challenges and specificities of ageing in rural Europe

*Moderation: **Marie Clotteau**, Director of Euromontana*

10.05 – 10.15 Ageing in rural Europe: how can the EU Long-Term Vision for Rural Areas and EU Green Paper on Ageing provide a European response to common challenges? **Dubravka Šuica**, European Commission's Vice-President and EU Commissioner for Democracy and Demography

10.15 – 10.30 How can the European Union boost rural development and business creation in rural areas? - **Clara Aguilera**, Member of the European Parliament and Vice-Chair of the intergroup RUMRA & Smart Villages (to be confirmed)

### Session 2: Get inspired by SILVER SMEs results

*Moderation: **Blandine Camus**, Communication and Policy Officer of Euromontana*

10.30 – 10.35 SILVER SMEs project in a nutshell, **short video presentation**

10.35 – 10.45 State of play of ageing in our rural and mountainous regions: results of our SWOT Analysis – **Dr. Helen McGuirk**, Head of Hincks Centre for Entrepreneurship Excellence, Cork Institute of Technology

### 10.45 – 11.00 Coffee break

11.00 – 11.30 Rural Silver Economy: discover our success stories! Presentation of 8 best practices

### Session 3: Regions take action for the Silver Economy!

*Moderation: **Blandine Camus**, Communication and Policy Officer of Euromontana*

11.30 – 11.45 The role of local authorities to address ageing in rural and mountainous areas, **Florent Cholat**, Grenoble Alps and Milano Bicocca Universities, Founder of 45.5 Sustainable Engineering and Mayor of Champagnier

11.45 – 12.30 Discussion with the following panellists

- **Joaquin Crespo**, Project Manager, Aragonese Institute of Development
- **Grégory Tempremant**, member of Hauts-de-France Regional Council in charge of the Silver Economy and student life
- **Dorota Bazuń**, PhD at the Sociology Institute of the University of Zielona Góra

- **Birgitta Sacrédeus**, member of Dalarna Regional Council and member of the European Committee of the Regions

### Conclusion & closing remarks

12:30 – 12:40 Conclusions and perspectives in rural and mountainous areas - **Isabel García Muñoz**, Member of the European Parliament

12.40 – 12.45 Concluding remarks and future funding opportunities within the 2021-2027 programming period - **Interreg Europe's Joint Secretariat** (to be confirmed)

