

CHALLENGES AND SOLUTIONS TO COPE WITH AGEING IN RURAL EUROPE

21 April 2021

10:00 to 12:30 (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.



Diputación de Teruel
Programas Unión Europea



EUROMONTANA
European association of mountain areas



www.interregeurope.eu/silversmes/

PROGRAMME

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

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

10.00 - 10.10 Opening remarks by **Manuel Rando López**, President of the Provincial Government of Teruel, Lead Partner of SILVER SMEs

10.10 - 10.20 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

Session 2 - Get inspired by SILVER SMEs results

10.20 – 10.25 SILVER SMEs project in a nutshell, **short video presentation**

10.25 – 10.35 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, Munster Technological University

10.35 – 10.55 Rural Silver Economy: discover 4 success stories!

- Age-Friendly Town Programme (County Cork) - video
- La Exclusiva (Burgos Province) – **Victoria Tortosa**, La Exclusiva
- Senior Senior (Region Normandy) - video
- Byggdialog Dalarna (Region Dalarna) – **Nils-Åke Norman**, Project Manager, Region Dalarna

10.55 – 11.10 Coffee break

11.10 – 11.30 Rural Silver Economy: discover 4 success stories!

- Smarter Homes (Region Dalarna) - video
- HIPA, (Region Hauts-de-France) - **Alexandra Bertrand**, Silver Economy Officer, Eurasanté
- DIH HealthDay (Western Slovenia) - vidéo
- Social Entrepreneurship Programme (Region Aragon) - **Laura Gascon Herrero**, European Project Manager, Provincial Government of Teruel

Session 3 - Regions take action for the Silver Economy!

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 – 12.25 Panel discussion

- **Grégory Tempremant**, member of Hauts-de-France Regional Council in charge of the Silver Economy and student life
- **Joaquin Crespo**, Project Manager, Aragonese Institute of Development
- **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

12:25 – 12:30 Conclusions and perspectives in rural and mountainous areas - **Isabel García Muñoz**, Member of the European Parliament

