

SILVER SMEs

Interreg Europe



European Union
European Regional
Development Fund

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Silver Surfer calls accelerate Silver Economy businesses outside the care sector

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Final conference
Ageing in rural Europe: opportunities
for local economies

21st February 2022 - Brussels

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



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

The Silver Surfer call, at the origin of the creation of the 1st European incubator on Silver Economy

1st incubator dedicated to healthy ageing in Europe

Eurasenior's office, welcoming start-ups and companies, is located in the city center of Arras

Different topics (not only health):

- Leisure
- Finetech
- Home
- Nutrition
- Mobility
- Services...

Already 20 start-ups supported by Eurasenior created in 2021.

Goal: support 85 new healthy ageing projects and create 25 companies by 2025



Silver Surfer 8

- **June 2022 – March 2023:** implementation of the **8th edition** of our call for projects:
 - **19 applications received, not only health related (Eurasenior)**
 - **7 projects pre-selected**
 - **3 final projects selected** → benefit from a 9-month coaching on the ergonomics and the use of their proof of concept / Testing sessions have been done.
 - **Award ceremony during the European event AgeingFit, in Lille on March 7th (FR)**
- **New features of the 8th Edition:**
 - Introduction of a matchmaking session between selected projects and end user communities (54 participants / 37 meetings)
 - A 3-month experimentation phase
 - Specific budget to implement the experimentations
- **Results:**
 - 2 co-creation sessions
 - 28 scoping meetings
 - 11 tests
 - 4 focus groups

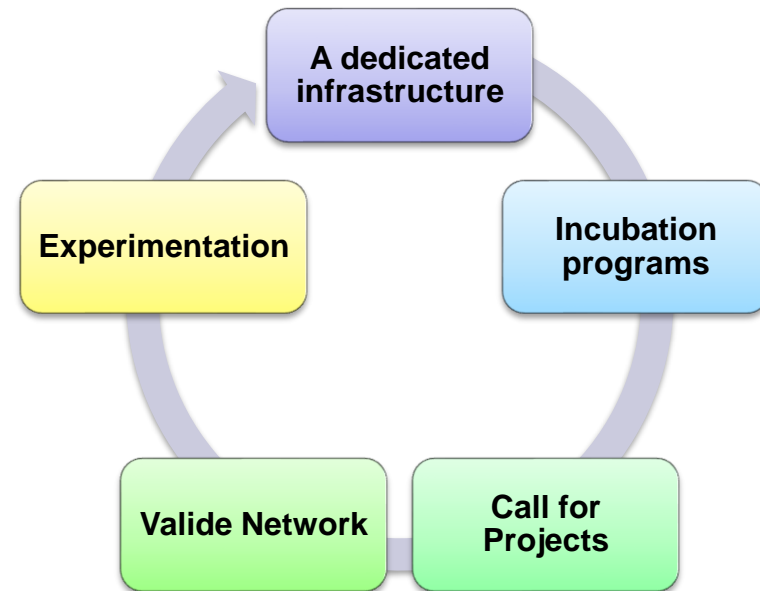


Laureates on

- Ophthalmology
- Relaxation and well being
- Mobility

How did we setup a financial support to Silver Eco SMEs?

- **Select the right partners**
- **Involve everyone in the innovation process**
- **Make sur that there is a need identified**
- **Support the project by securing the market, the business model and the commercial process**
- **Give the access to the right fundings at each of the development phases of the project**





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Thank you!

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