

**Interreg  
Europe**



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# Interreg Europe overview

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*Director | Interreg Europe Secretariat*

**21 FEBRUARY 2023 | 15 Minutes**

**SILVER SMEs Final conference**

Brussels - Belgium



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# Content

1. Interreg Europe **state of play**
2. **SME competitiveness & SILVER SMEs**
3. Interreg Europe **2021-2027**

**Interreg  
Europe**

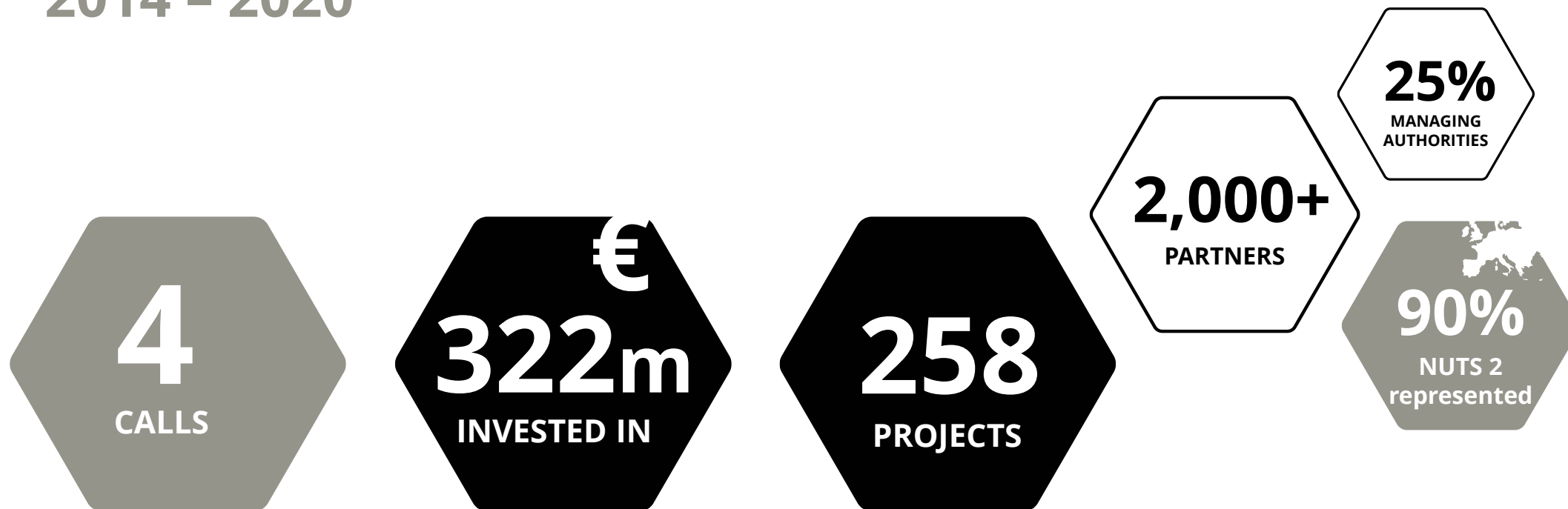


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# 1. Interreg Europe **state of play**

# Interregional cooperation **projects**

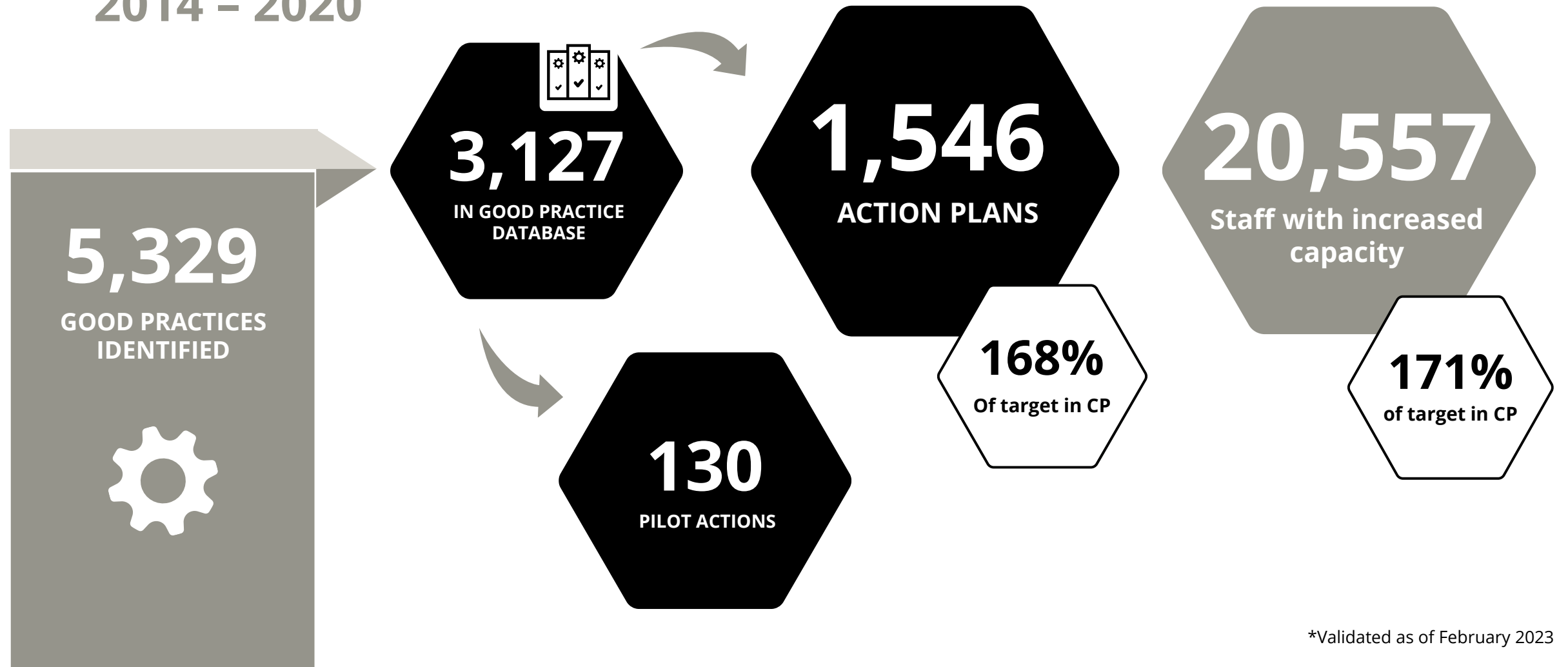
2014 - 2020





# Project\* achievements

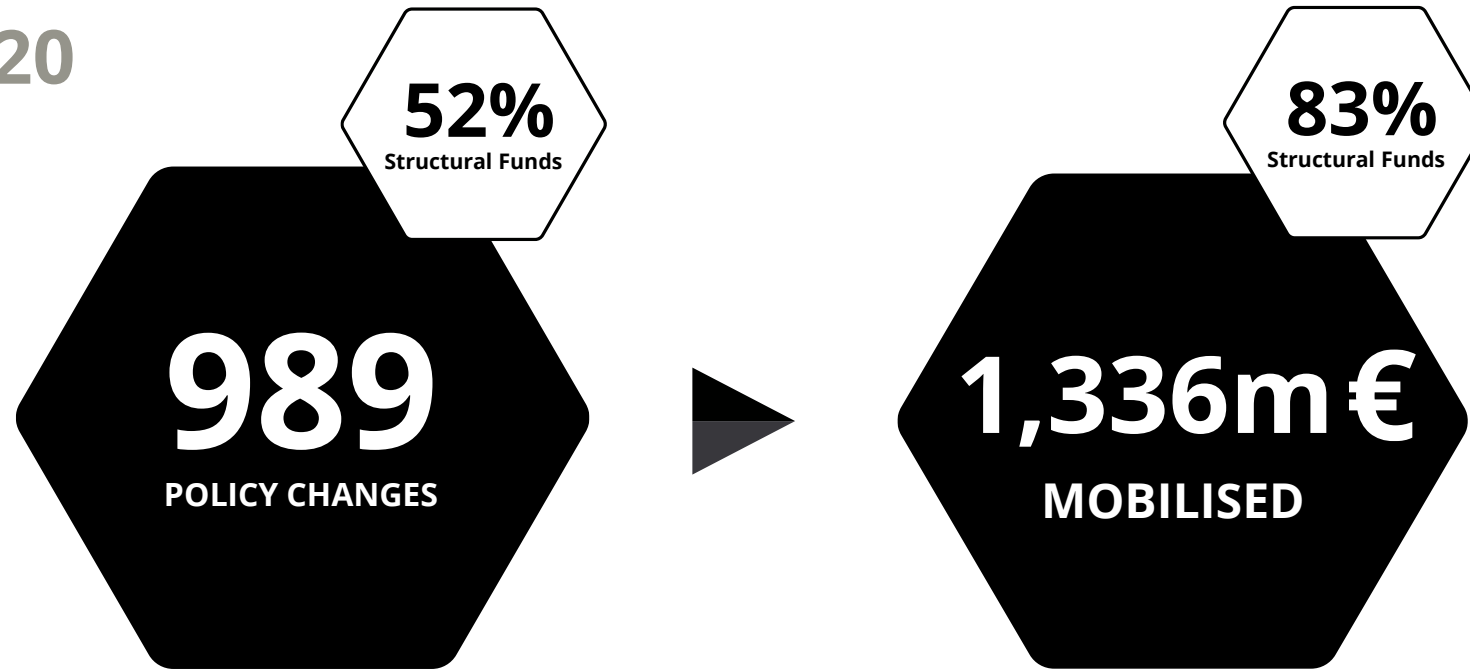
2014 - 2020



\*Validated as of February 2023

# Results achieved\* by projects

2014 – 2020



\*Validated as of February 2023

# 2. SME competitiveness

## **SILVER SMEs**



# Balanced allocation of projects per priority

Environment and  
resource efficiency

67

Low-carbon  
economy

60



Research and  
innovation

65

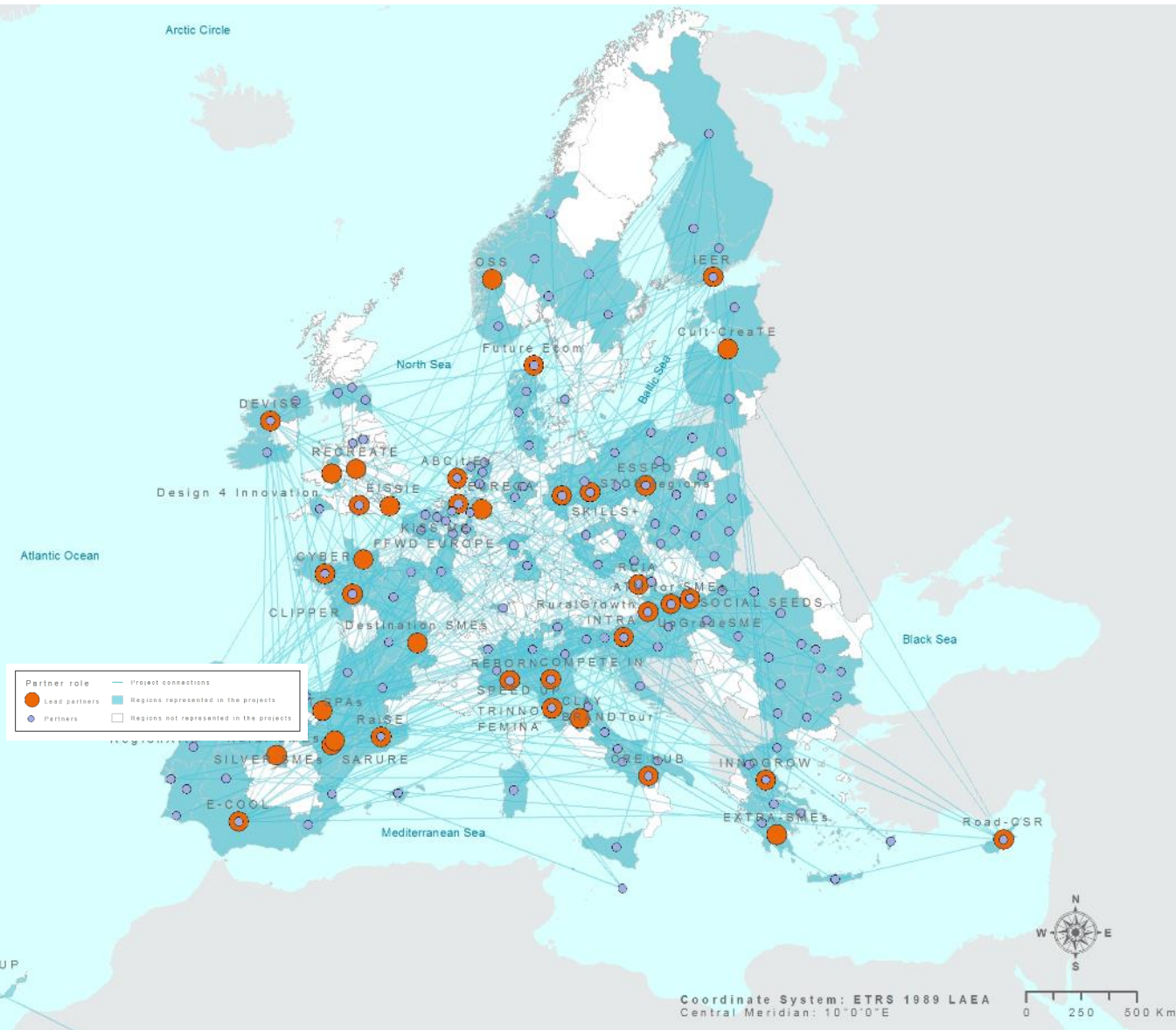
SME  
competitiveness

66

# Supporting the competitiveness of SMEs

# 66

## TO3 Projects



**SILVER SMEs**  
Interreg Europe

**UNIQUE project** - the only project specifically focussed on **SILVER ECONOMY**

**17/73** good practices published in the **PLP GP database**

**8 policy instruments** already improved + other achievements to be reported in the last PR

# 3. Interreg Europe **2021-2027**



# Sharing solutions for better regional policy



# Interreg Europe **objective**

To improve **regional development policy instruments**  
(including Investment for jobs and growth goal programmes)

## **How?**

Through exchange of experience, innovative approaches and capacity building (in relation to the identification & transfer of good practices)

- Primarily dedicated to **policymakers**
- Focus on **exchange of experience**

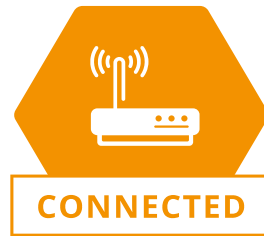


Different from cross-border or transnational cooperation



# Programme **scope**

1 cross-cutting priority on capacity building → **six topics**



**Concentration** principle (80%)

# Two actions



## Projects

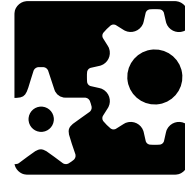
Limited number of regions exchanging and transferring experience on a shared regional development issue



## Policy Learning Platform

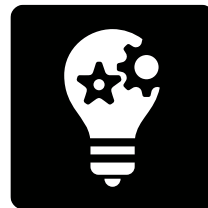
Further exploiting projects' achievements and opening up the programme benefits to all

# Platform in a nutshell

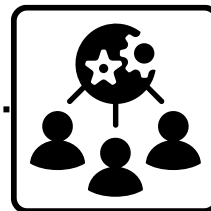


Provides **continuous policy-learning** opportunities  
through access to:

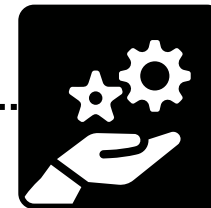
**Knowledge**



**People**



**Expert support**



#policylearning

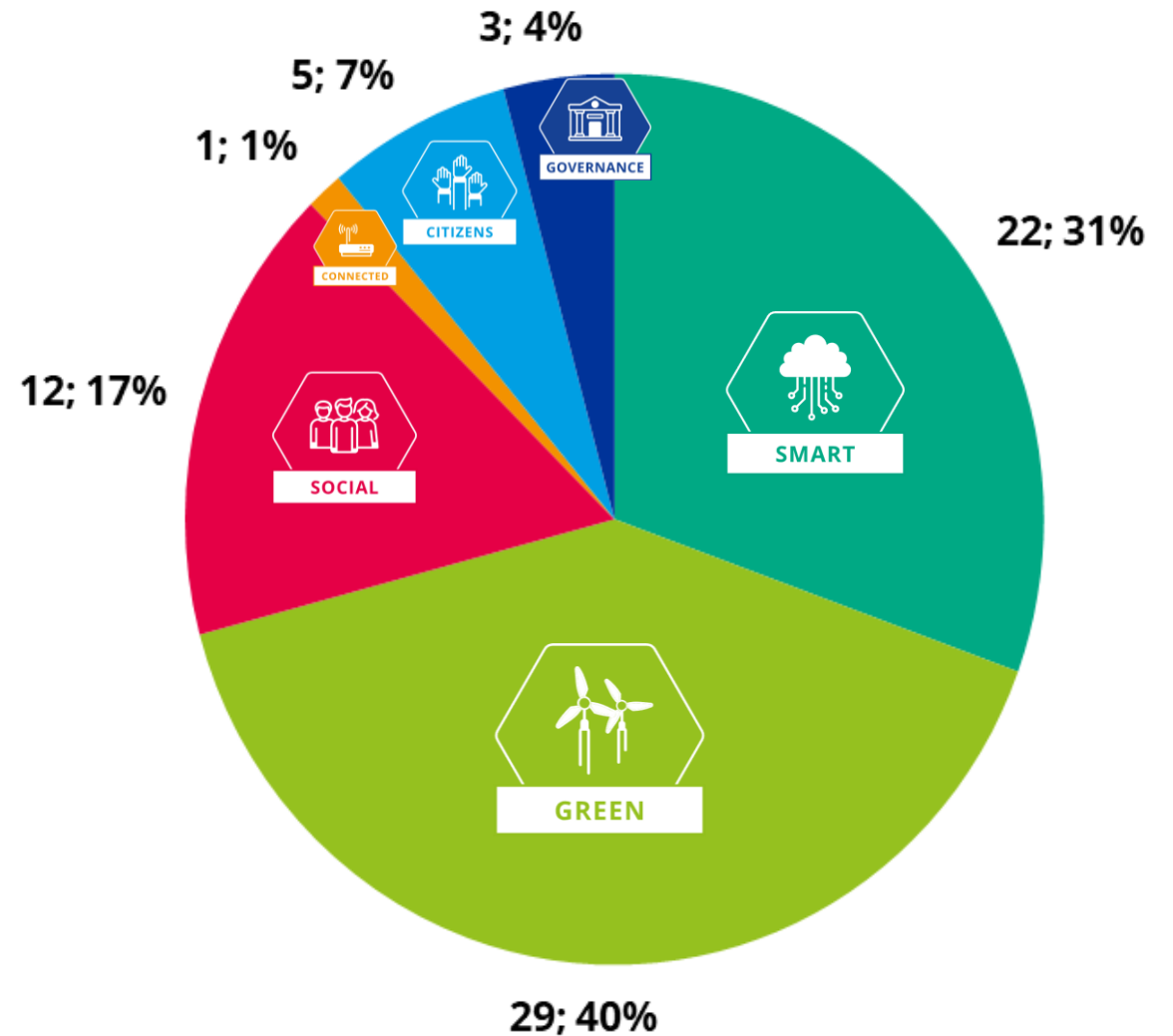
# First Call for project proposals

Open from **5 April** to **31 May 2022**

134 proposals submitted

**72 projects approved**

**52%**  
Success rate



# Second Call for project proposals

Open from **15 March** to **9 June 2023**

- Please check on our website **the recordings of the pre-call online networking events** organized in 2022:

**Smart** - 15 Nov 2022

**Social** - 17 Nov 2022

**Green** - 29 Nov 2022

**Connected, Citizens, Governance** - 1 Dec 2022

**Policy Learning Platform event** - 5 Dec 2022

- The call **launch event**

15 Mar 2023, Stockholm (SE): **Europe, let's cooperate!**

**All topics open**



# Project development assistance during call

Discover the programme

Look for funding

Approved projects

Get policy advice

Find policy

## Next call for projects

Discover our terms of reference



### 1. Check project relevance

Use our self-assessment tool



### 2. Get inspired

See approved projects and project ideas



### 3. Share your project idea

Explain what you want to do with your project



### 4. Find partners

Look for relevant organisations



### 5. Ask for feedback

Get guidance before applying



### 6. Apply for the call

Submit your project proposal

Available during calls

<https://www.interregeurope.eu/apply-for-the-call>

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# Thank you!

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# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund

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

## Introduction to the SILVER SMEs project

Blandine Camus  
Euromontana  
communication@euromontana.org

Final conference  
Ageing in rural Europe: opportunities for local economies  
21<sup>st</sup> February 2022 - Brussels



# Rural Europe is ageing



- **People over 65 represented 19% of the rural population in 2011**
  - Projections: 30% by 2050 in rural Europe
  - European reports show that ageing is faster in rural areas
- **Ageing brings additional challenges in rural areas**
  - Access to healthcare and lack of basic services
  - General quality of life
  - Social life and risk of isolation

# The Silver Economy opportunity

## ■ Definition

- The Silver Economy is the sum of all economic activity that serve the needs of older adults aged 50 and over, including the products and services they purchase directly and the further economic activity this spending generates

*European Commission's definition*

## ■ Cross-economic industry

- Digital devices, health, housing, food, tourism & leisure activities etc.



- **By 2025, the Silver Economy is expected to contribute over 5.7 trillion euros to Europe's economy**

# The Silver Economy opportunity

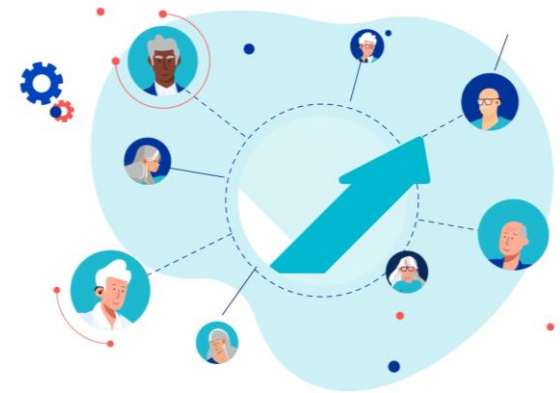
## ■ Benefits for rural older adults

- Access to goods and services adapted to their needs
- Improved overall quality of life
- Opportunities for their health, leisure, housing etc.



## ■ Benefits for the rural economy

- Economic growth of SMEs thanks to a new industry
- Creation of skilled jobs in health, housing, digital, food etc.
- More resilient local economies that adapt to change



# Our project



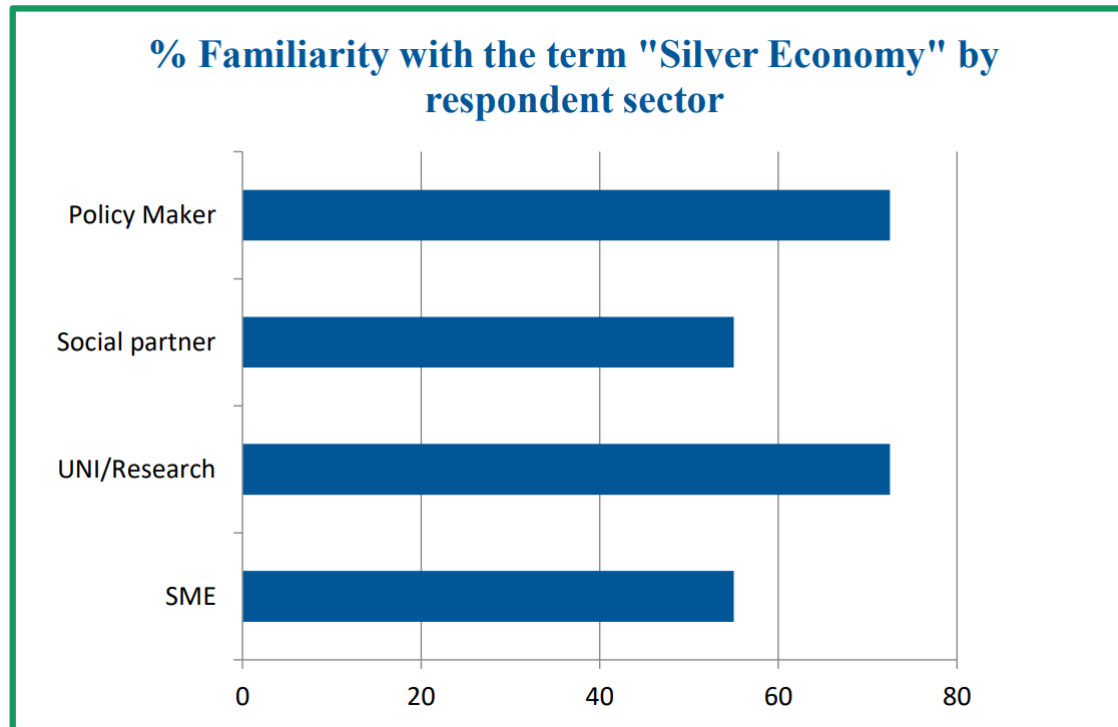
# Our objectives

- **Improve the implementation and delivery of Regional Policies for SMEs competitiveness by building on significant opportunities arising from the Silver Economy.**
- **Generate services and goods that will contribute to improve the quality of life within an ageing society, in particular in rural or remote EU areas.**



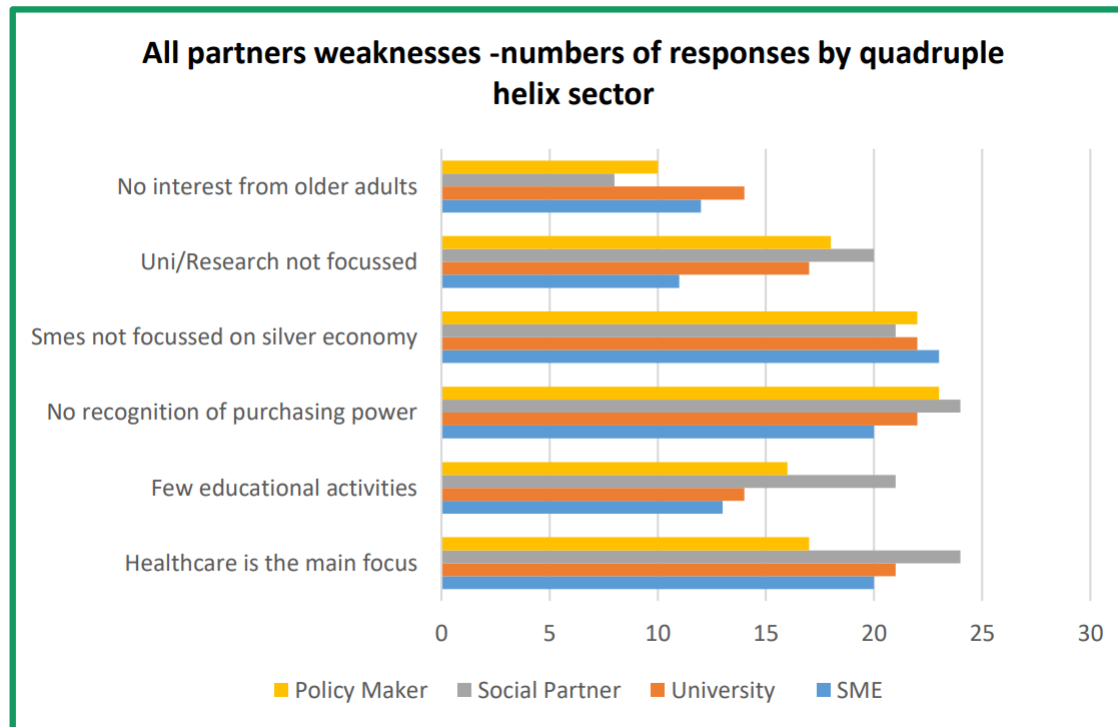
# Our findings

- **Low familiarity with the term "Silver Economy" among SMEs in our regions**



# Our findings

- SMEs were not oriented towards the Silver Economy
- No recognition of older adults as consumers
- Healthcare was the main focus





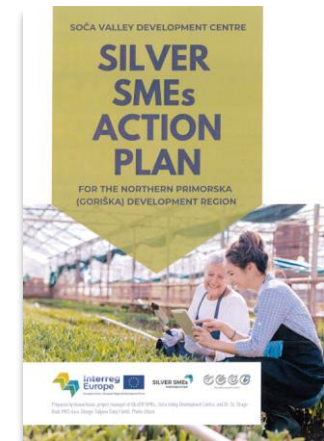
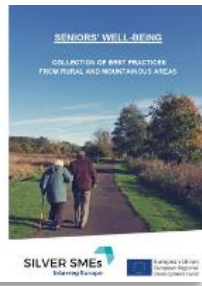
# Our actions

## Exchange of experiences *3 years*

- SWOTs
- Collection of +70 good practices
- 3 booklets of best practices
- 6 study visits
- 3 international thematic conferences

## Action implementation *2 years*

- 8 Action Plans
- +20 actions to drive regional change





# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!

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



For more information contact:  
Blandine Camus, Euromontana  
[communication@euromontana.org](mailto:communication@euromontana.org)

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# Digital Transformation & Silver Economy

*SME opportunities to empowering citizens and building a healthier society*

*Birgit Morlion*

*DG Communications Networks, Content and Technology (DG CONNECT)*

*Directorate H Digital Society, Trust & Cybersecurity*

*Unit H3, eHealth, Well Being and Ageing*

Silver SMEs final event – 21 February 2023  
Session 1: The challenges of ageing in the EU rural areas



# EU policy framework

Digital, data & ageing

PRIORITY

# A Europe fit for the digital age

Empowering people with a new generation of technologies



Ursula von der Leyen,  
European Commission President

**THIS IS EUROPE'S  
DIGITAL DECADE**

The European Commission is working on a digital transformation that will benefit everyone. Digital solutions that put people first will

- open up new opportunities for businesses
- encourage the development of trustworthy technology
- foster an open and democratic society
- enable a vibrant and sustainable economy
- help fight climate change and achieve the green transition

#DigitalEU



# Digital Decade targets 2030

## DIGITAL SKILLS

### Adults with basic digital skills



### Employed ICT specialists

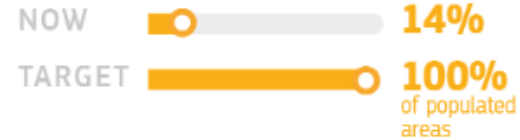


## DIGITAL INFRASTRUCTURES

### Gigabit network coverage



### 5G coverage



### The EU production of semiconductors, including processors, makes up



There are **10,000 edge nodes** in the EU for better, secure and sustainable data processing.



**By 2025**, the first EU computer with quantum acceleration is paving the way for cutting-edge quantum capabilities.

## DIGITAL TRANSFORMATION OF BUSINESSES

### BUSINESSES USING

#### Cloud computing services



#### Big data



#### Artificial Intelligence



### SMEs with at least a basic level of digital intensity



### There are



## DIGITALISATION OF PUBLIC SERVICES

### Online access to key public services (related to career, studying, family, regular business operations, moving)



# European data strategy

Making the EU a role model for a society empowered by data

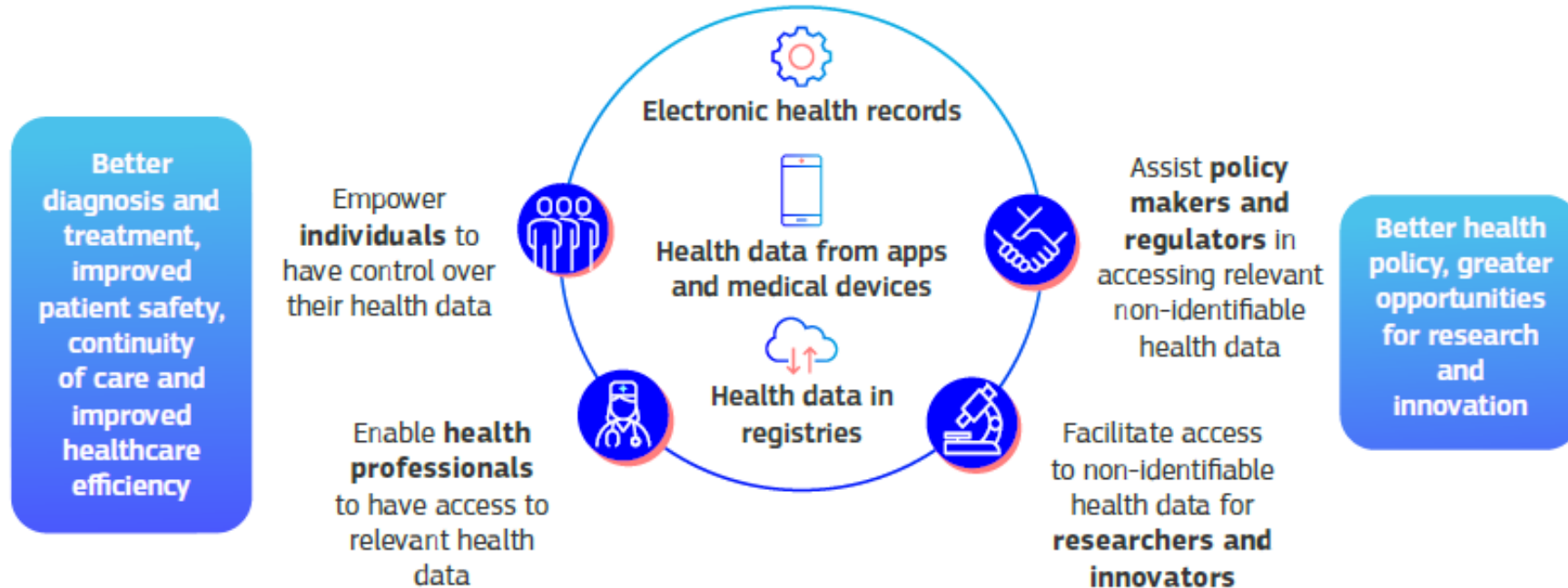
A common European data space, a single market for data



# Health Data Space

## OBJECTIVES

- ✓ Empower individuals through better digital access to their personal health data; support free movement by ensuring that health data follow people;
- ✓ Unleash the data economy by fostering a genuine single market for digital health services and products;
- ✓ Set up strict rules for the use of individual's non-identifiable health data for research, innovation, policy-making and regulatory activities.



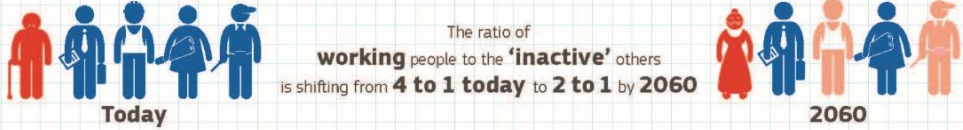
# EC Policies


- COUNCIL RECOMMENDATION on access to affordable high-quality long-term care – Q4 2022
- EU Care Initiative – Q3 2022
- Green Paper on Active Ageing, Q1 2021
- Long Term Vision on Rural Areas, Q2 2021
- Report on Demographic Change, June 2020
- [Council Conclusions on “Mainstreaming Ageing in Public Policies”](#), January 2021
- EPSCO - [Council conclusions ‘Human Rights, Participation and Well-Being of Older Persons in the Era of Digitalisation’](#), 09 October 2020 (German Presidency)
- EPSCO – [Council conclusions on “Demographic Challenges – the Way Ahead”](#), 06 June 2020 (Croatian Presidency)
- EPSCO - Council conclusions on the Economy of Wellbeing, 24 October 2019 (Finnish Presidency)
- COM(2012) 83 : Taking forward the Strategic Implementation Plan of the European Innovation Partnership on Active and Healthy Ageing
- EPSCO - Council conclusions on Active Ageing (June 2010)
- ECOFIN - Conclusions on age-related spending (May 2018)

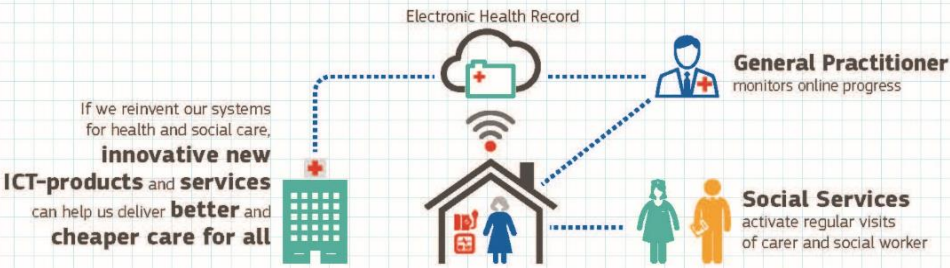


# The Silver Economy

Europe is ageing  By 2060 one in three Europeans will be over 65


The ratio of working people to the 'inactive' others is shifting from 4 to 1 today to 2 to 1 by 2060 

Costs for care are rising sharply. If we don't change our systems for health and social care, we will not have the money and the people to guarantee a good and healthy life for all 



Europe has what it takes to **benefit** from these **new opportunities**


A solid R&I base in European industry  A host of SMEs & start-ups are now developing 

New ICT products such as care robotics 

Health mobile applications that assist with tracking 

Big pharma companies are developing integrated therapeutic solutions 

The Silver economy offers **new highly skilled tech jobs** 

but also the opportunity for **low qualified population to reskill** 



IMPACT OF EU-FUNDED RESEARCH & INNOVATION ON ICT FOR ACTIVE & HEALTHY AGEING – THE TOP 25 MOST INFLUENTIAL PROJECTS

- [ACCOMPANY](#)
- [Beyond Silos](#)
- [Carewell](#)
- [CARER+](#)
- [DEM@CARE](#)
- [eWALL](#)
- [FARSEEING](#)
- [FATE](#)
- [GIRAFF+](#)
- [GrowMeUp](#)
- [I-DON'T-FALL](#)
- [INCA](#)
- [inCASA](#)
- [iStopFalls](#)
- [I-SUPPORT](#)
- [PERSSILAA](#)
- [IN LIFE LONG](#)
- [LASTING](#)
- [MEMORIES](#)
- [MARIO RADIO](#)
- [ROBOT-ERA](#)
- [SILVER](#)
- [SOCIABLE](#)
- [STOP AND GO](#)
- [UNIVERSAAL](#)

# EU actions & initiatives



# Ageing Well in the Digital World

## MEETING THE CHALLENGE

We are living longer than ever before. In the past decade society has taken a leap forward in becoming more aware of some of the challenges that come with an ageing population and has started to address them.

The Active Assisted Living Programme, AAL, has been at the forefront of these efforts. Here we highlight some of the programme's achievements over the last ten years as a European support funding programme, while also providing a glimpse into the future.

Europe's ageing population presents many challenges

### RETIREMENT



Population is economically inactive in 2017, compared to 25% in 2007

### LONELINESS



Households who are composed of one person aged 65+

### CHRONIC DISEASE



People aged 55-74 who have a long-standing illness or health problem

### CARE



will have 24-hour care needs by 2035, up from 233,000 in 2015

## SEEING THE OPPORTUNITIES

Longer life is a gift, providing many opportunities for older people and the rest of society. AAL has funded the development of innovative applications and services thanks to the increased possibilities offered by digital technologies. These solutions help us continue to live our lives the way we want to as we get older.

### SPENDING



Europeans over the age of 65 have a spending capacity of €3.7trillion

### TECHNOLOGY



Older people are adapting their homes to be smart – the market is already worth €15.5billion

### EMPLOYMENT



In 2015, the silver economy sustained 78 million jobs in Europe

### GLOBAL SPEND



European tourists aged 65+ spend on average €53 a day - €66 billion a year

**AAL**  
PROGRAMME



# Objectives



Foster the emergence of innovative ICT-based products, services and systems for ageing well at home, in the community, and at work.

Create a critical mass of research, development and innovation at EU level in technologies and services for ageing well, including the establishment of a favourable environment for participation of SMEs.

Help create the market conditions for the industrial exploitation of healthy ageing products by providing a European framework that supports the development of standardised solutions and facilitates their adaptation to local, regional and national levels to account for varying social preferences and regulatory requirements.

AAL Programme

## Ageing Well in the Digital World

- Responding to the demographic challenge
- Linking Technology with Ageing – EU AgeTech Industry
- User-driven innovation, close to market, SME participation



# Achievements AAL2 - Key Facts & Figures



## Key facts (2014 – 2021)\*:

- AAL2 brings together top research performing entities with SMEs & user-organisations
- Project beneficiaries: 40% SMEs, 26% end-users, 26 R&D&I actors, 5% Large enterprises
- 56.2% of AAL participants have not participated in H2020 before (62.8 for SMEs)
- Since 2014, total programme investments of EUR 308 million of public funding (121M Participating States, 109M EC and 78M beneficiaries)





## SenseGarden

Sense-Garden creates garden-like spaces, which are adapted to dementia patient's personal memories. In this way, they facilitate creating awareness through activating senses, like sight, touch, hearing, balance and smell. Sense-Garden triggers past memories to remind dementia patients of important social connections, facts and experiences, which **improves their ability to communicate with their family and professional caretakers**. The visits in the Sense-Garden room take place together with a caregiver, a professional or family member.

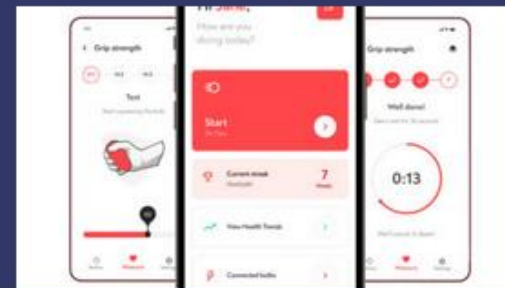
Check it out: [sense-garden.eu](https://sense-garden.eu)



## Fearless

The Fearless Comfort System is a sensory alarm that detects accidents in the homes of some of society's most vulnerable people who wish to live in their preferred environment. Its uncomplicated design and concept illustrate the importance of simplicity when creating a commercially viable product.

Check it out:  
[aal-europe.eu/fearless](https://aal-europe.eu/fearless)  
[cogvis.ai](https://cogvis.ai)



## FORTO 2.0

FORTO 2.0 offers a commercial-grade muscle fatigability self-assessment system, with effective longitudinal data recording, prone to act as an early warning system for diminishing resistance to and delayed recovery from health stressors. Loss of intrinsic capacity is a health condition associated with ageing, rapidly growing in prevalence. It leads to **loss of independence, putting significant pressure on social and healthcare structures, due to increasing demand for services and related escalating costs**. eFORTO is a unique novel approach to measure the capacity to recruit available reserves, by means of a user-friendly device, mobile app, and progress monitoring and analytics platform. It can be used independently by older adults or in a supervised care pathway.

Check it out: [eforto.com](https://eforto.com)



Enabling health and care systems transformation through research and innovation

## EU Partnership on Transforming Health and Care Systems

**High-quality, fairly accessible, sustainable, efficient, resilient and inclusive health and care systems for all.**

**2023-2030**



- Increase funding opportunities and strengthen the research and innovation community
- Fill knowledge gaps
- Increase the ability to implement innovation
- Intensify cooperation among countries and beyond healthcare
- Increase stakeholders' involvement

THCS works embracing the whole knowledge and innovation cycle from fundamental research to implementation and transfer of innovation



# Active and Healthy Ageing (AHA) Market challenges

ASPECT	DISCUSSION
Market complexity	AHA market in the EU was widely deemed to be <b>a difficult market to navigate in</b> , not only for start-ups but also investors and facilitators, as it is still an emerging one, especially compared to the US market.
Fragmentation	The current EU market was also seen as being <b>highly fragmented</b> with several limitations preventing its rapid growth, mainly highlighting complex and individually regulated healthcare systems, inaccessibility of necessary data, and lack of Europe-wide support.
Slow development	It was deemed <b>a slow market</b> in terms of the speed of adoption of innovative solutions, and in generating ROI, those two aspects were seen as being highly interdependent.
Target segment specifics	<b>Older population has</b> increased price sensitivity, conservatism in decision-making, and lack of trust in innovative solutions, especially technology-based ones, if compared to other segments.



# Tools and Resources

The outcome of the Innovation for Active and Healthy Ageing project is an **innovation scale-up model** that is validated by stakeholders and complemented by:

- Implementation roadmap
- Impact evaluation toolkit
- Strategy for long-term investments.

On this page you can find general resources, such as IN-4-AHA's data protection policy and a link to our general feedback survey.

To find more, browse the tabs "**project outputs**" and "**external resources**" for an overview of project outputs and relevant materials for AHA produced outside of the project. Make sure to check our interactive **participatory design toolkit**, the **innovation scale-up playbook**, and the **IN-4-AHA scale-up model**.

A large blue banner with white text that reads 'Empowering the innovation for scaling active and healthy ageing'. The text is arranged in four lines. To the right of the text, there is a partial view of a person's face, showing their eye and part of their cheek.

# Horizon Europe - Destination 1: Topics in 2023 – 2024



- HORIZON-HLTH-2023-STAYHLTH-01-01: single stage  
**The Silver Deal - Person-centred health and care in European regions**

- Closure: **13 April 2023**
- Instrument: RIA
- Tot: 40M€
- Project size: 15-20 M€

*Info day recording: <https://www.youtube.com/watch?v=qPDljNmrm9M>*

- HORIZON-HLTH-2024-STAYHLTH-01-05-two-stage: **Personalised prevention for non-communicable diseases - addressing areas of unmet needs using multiple data sources**
- HORIZON-HLTH-2024-STAYHLTH-01-02: two stage  
**Towards a holistic support to children and adolescents' health and care provisions in an increasingly digital society**

- Closure:
- Instrument: RIA
- Tot: 50M€
- Project size: 8-12M€

- Closure:
- Instrument: RIA
- Tot: 30M€
- Project size: 8-10 M€



# Digital Europe Programme

## Main objectives

*strategic autonomy*



### Ensure broad take-up of digital technologies across all regions of EU

In deploying latest technologies to offer best services to citizens and business



### Support SMEs to acquire or access the latest technologies and skills

More than 400,000 EU vacancies in these fields



### Achieve scale through collective co-investments

Given the size of investments needed, scale required and risks involved Europe needs to pool the resources together



### Better address Europe's economic and societal challenges

E.g. climate, health, mobility and public services



### Regain control over Europe's value chains

and ensure Europe's technological sovereignty



### Compete globally

Other regions of the world invest huge amount of public capital in advanced technologies. For example, the US and China spend € 10-20 billion annually on AI alone



# European Digital innovation hubs (EDIH)

## Test before invest:

Testing HPC, AI, cybersecurity, blockchain for public admin

Facilitate agile procurement through working with smaller GovTech suppliers

Giving advice on digital by default

## Skills and training:

Awareness raising about the potential of AI, HPC, cybersecurity and European CEF DSIs.

Training public administrations on CEF DSIs, once only principle, Single Digital Gateway, eIDAS, etc.

**DIHs as one-stop-shops**

## Support to find investments:

DIHs could help public administrations develop specifications for joint innovation procurement (PPI/PCP)

## Innovation ecosystem and networking opportunities

Replicating locally developed digital public services via DIHs

Offering CEF DSIs to SMEs Liaising with DIH of other specialisation

## Creating a strong EU network of DIH

- European Digital Innovation Hubs provide technological expertise and experimentation facilities to enable the digital transformation of the industry and the public sector
- H2020 funded 166 DIH, covering 94 regions
- Digital Europe Programme will expand this network to 240 DIH, covering 240 regions
- The Digital Innovation Hubs will be interlinked to the EEN and Startup Europe networks

# DEI HEALTH & CARE CLUSTER



€ 22.379.512

CNR  
(Italy)  
2019-2023



€ 20.944.318

University of Ireland  
Maynooth (Ireland)  
2019-2023



€ 7.192.592

Engineering  
(Italy)  
2019-2022



€ 21.781.120

UNINOVA  
(Portugal)  
2019-2023



€ 25.202.348

Medtronic Iberica  
(Spain)  
2017-2020



€ 22.596.059

Medtronic Iberica  
(Spain)  
2019-2023



€ 21.319.813

Scuola Superiore S.  
Anna (Italy)  
2019-2023



€ 7.450.948

Kronikaune  
(Spain)  
2020-2023



€ 4.831.233

Waterford Institute of  
Technology (Ireland)  
2020-2022

Health&Care  
Cluster  
> 150 M€

Large Scale Pilots > 87 M€

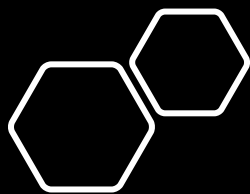


- Very large innovation actions
- Focus on open platforms and standard-based solutions
- Value-chain approach
- A set of compelling use cases with evidence of impact
- Cascading Funding (open calls)

# Commission programmes and initiatives

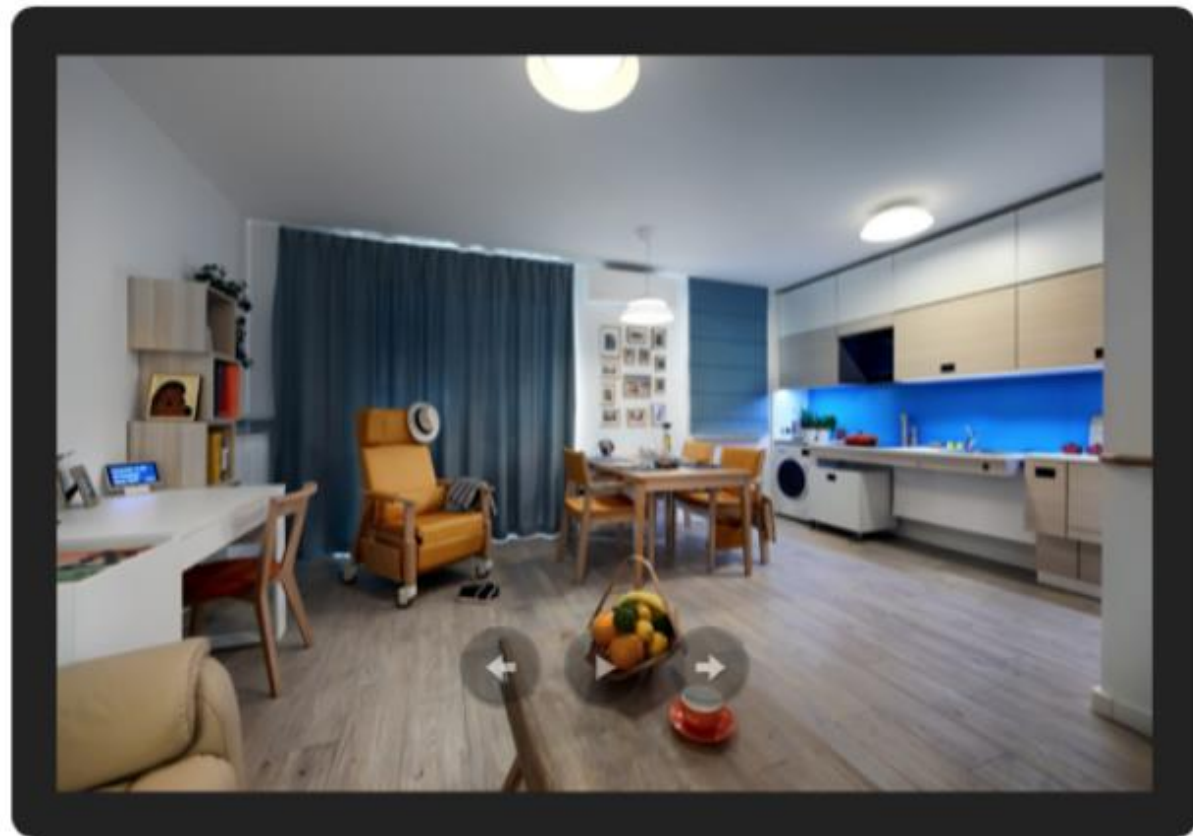
- **European Care Strategy** acknowledges the importance of roll-out of accessible digital solutions in the provision of care services, in all care settings like home, community-based and residential care. (Sept 2022) and “**Green Paper on Ageing**” promoting a **life-course approach to ageing** and the need to lead **healthy and active lives** throughout the whole lifespan. (Jan 2021)
- [Flagship Support Instrument on “Person- Centred Integrated Care”](#) (May 2022), to promote reforms in EU Member States in support of national and regional administrations in investigating, designing and implementing **strategies for integrating health, social care and long-term care**, including through the means of enhanced **integration of digital solutions**.
- **DIGITAL** support of deployment and up-take of new solutions through funding actions that accelerate the adoption and best use of digital technologies, also in the health and care sector, involving the entire value chain both from supply chain and demand side perspective
  - ‘Testing and Experimentation Facilities (TEF)’
  - ‘European Digital Innovation Hubs’ (EDIH)
  - Digitisation of European Industries - Large Scale Pilots on Active and Healthy Living cluster ([DEI Healthy Living](#)) , focusing on: Platform building, Data-powered business ecosystem, large scale piloting and standardisation
- Support of Digital technologies in **Horizon Europe** R&D&I framework Programme, cluster 1 Health



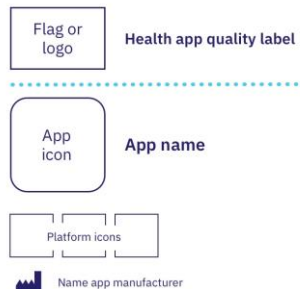


# Certification for Ageing in Place

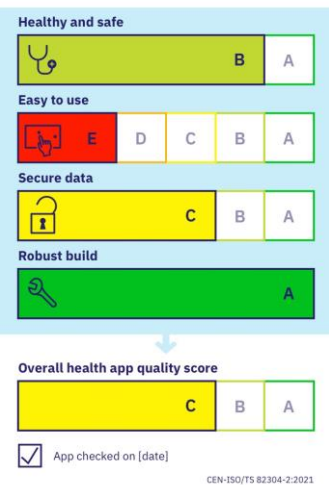
Homes4Life has developed the first **European Certification for Ageing in Place**, which has already been tested on **11 pilot buildings across Europe** (France, Spain, Italy, Ireland, Poland and The Netherlands), both in Design and Operational phase.



# CEN-ISO/TS 82304-2:2021 trusted mHealth label in Europe



**Benefit of the app**  
 With this app [intended users] can [intended use] / With this app [x in 10] [intended users] [health effect] [if use]  
 ⚠ Check [here] when app requires approval from a health professional before use



- Comprehensive** For wellness and medical device apps, not duplicating notified bodies
- Evidence-informed** Inspired by EU energy level: recognised and used by 85% EU consumers
- Inclusive** Label tested by people with low health literacy
- Informative** Score, label and report for quality in a glance to needed detail
- Proportionate** At most 81 questions, of which at most 67 score-impacting yes/no questions
- Testable** Yes-answers require evidence to be assessed by accredited app assessors
- Relevant** Founded in a Delphi study with 83 experts from 8 stakeholder groups

**Maintained**



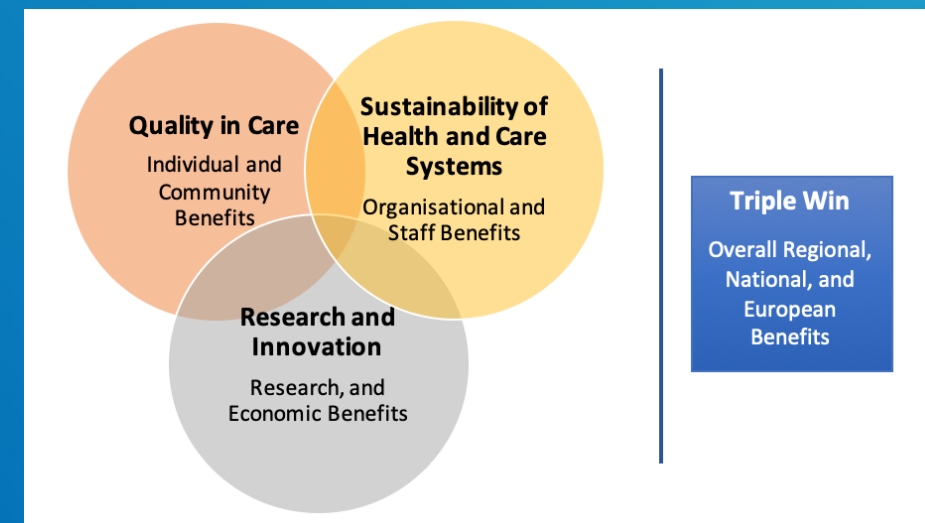


# Community & ecosystems

# Network for Active and Healthy Ageing Reference Site regions

Promoting and Facilitating the implementation and Scaling-Up of Innovation and Digital Solutions to address the life-course approach to active and healthy ageing

- ❖ Stakeholder-driven, dynamic initiative
- ❖ Fostering innovation in local ecosystem
- ❖ Valorizing the work done in each region



# Network for Active and Healthy Ageing Reference Site regions <https://www.rscn.eu/>



65 Accredited AHA Reference Site Regions



250m Citizens



1,400 public authorities, hospitals, primary and community care providers, social care providers



1,800 SMEs and Start Ups



500 Universities, Colleges and research centres



500 patient, voluntary, and community groups



## TWINNINGS

Knowledge Transfer and Scaling up  
of Digital Health and Care Solutions



**Don't reinvent the wheel**

**Transfer of innovative  
practices & knowledge  
sharing**

- *55 adopters were able to implement digital health and care solutions*
- *results of the 21 twinnings*
- *supported by 24 originators*



# Active and Healthy Living in the Digital World



European Innovation Partnership on Active and Healthy Ageing

Home

About

Forum

Best Practices

Library

Events

News


**Active and Healthy Living in the Digital World** is a multi-stakeholder information and communication hub for European citizens, innovators, patients, health and care providers, researchers and policy makers engaged in research and innovation, deployment, exchange and dissemination of best practices, innovative solutions, scientific collaboration and policies related to active and healthy living and aging with digital tools. It builds on the achievements of the [European Innovation Partnership on Active and Healthy Ageing](#) and promotes active and healthy living throughout the life-course.



Subscribe to our newsletter >



Wellbeing and Health promotion



Ecosystems and Reference Sites



International Cooperation



Silver Economy & HealthTech



Age-Friendly environments



Digital Health Literacy

<https://futurium.ec.europa.eu/en/active-and-healthy-living-digital-world>



# Thank you

[Birgit.Morlion@ec.europa.eu](mailto:Birgit.Morlion@ec.europa.eu)



- <https://digital-strategy.ec.europa.eu/en/library/silver-economy-study-how-stimulate-economy-hundreds-millions-euros-year>
- [https://health.ec.europa.eu/ehealth-digital-health-and-care/european-health-data-space\\_en](https://health.ec.europa.eu/ehealth-digital-health-and-care/european-health-data-space_en)
- [Evaluation of the Active and Assisted Living programme \(AAL2\) | Shaping Europe's digital future \(europa.eu\)](https://evaluation.ec.europa.eu/evaluation/evaluation-of-the-active-and-assisted-living-programme-aal2)



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# Integrated care

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Birgitta Sacrédeus



# Integrated care

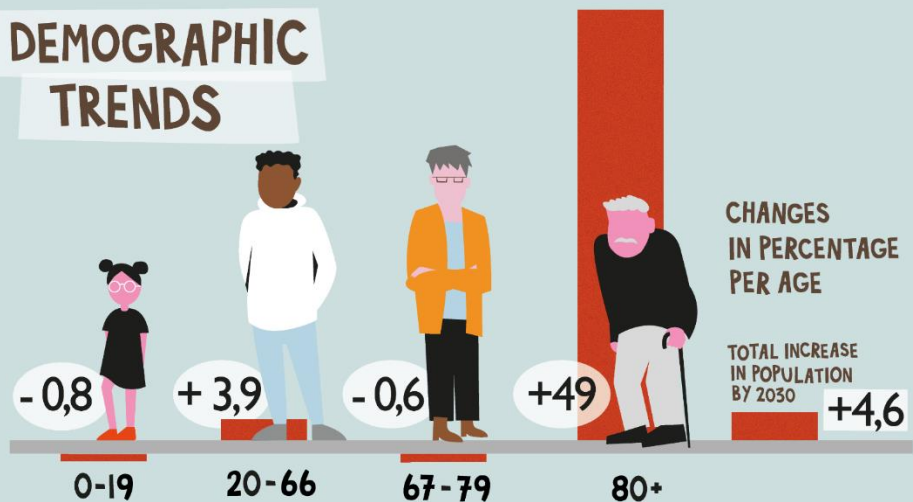
Person-centered health care  
designed for peoples needs and  
abilities



# In Sweden

- National transformation
- Politically driven with great unity
- Wide range of work going on around the country

## DEMOGRAPHIC TRENDS



# WHY INTEGRATED CARE?



## DIGITIZATION DRIVES BEHAVIORAL CHANGES



## EQUAL CONDITIONS FOR HEALTH

# International movement



- Integrated care is in line with the WHO:s goal of achieving Universal Health Coverage (UHC) around the world.
- Shifting from today's health care system, which is largely built around diseases and institutions, to a health care designed for peoples needs and abilities



FROM FOCUS ON ORGANISATION

- TO FOCUS ON PERSON AND RELATIONSHIP

FROM ISOLATED CARE AND WELFARE INTERVENTIONS

- TO COORDINATION BASED ON THE FOCUS OF PERSON

# INTEGRATED CARE

FROM REACTIVE

- TO PROACTIVE AND HEALTH ENHANCEMENT

FROM RESIDENTS AND PATIENTS AS PASSIVE RECIPIENTS

- TO ACTIVE CO-CREATORS



# From passive receiver to active co-creator

- Create together with residents, patients and users



# From reactive to proactive and health-promoting

- Health promotion, prevention and proactive measures are the most sustainable way of working
- Creating conditions for independence and quality of life
- Creating the conditions for equal health





# From isolated care and nursing efforts to coordination based on the person's focus

- Start from the best for the patient / user throughout the care process.
- Promote shared responsibility and trust.
- Create conditions for equal care.



# Thank you!

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**Diputación de Teruel**

Desarrollo Territorial y Programas UE



**SILVER SMEs**

**Interreg Europe**



European Union  
European Regional  
Development Fund

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

**Teruel is country for old men**

**Laura Gascón Herrero**

Lead Partner

Provincial Government of Teruel

Brussels, 21st February 2023

# Actions foreseen

- **Action 1**

Agreement with the University of Zaragoza and with *IES Bajo Aragon* Professional Training Centre to foster through their degrees and research the silver economy in the province

- **Action 2** ★

Training and Consulting for Entrepreneurs and SMEs to explore business opportunities in the provision of services and/or products to the silver population.

- **Action 3**

Creation of a Chair specialised in Silver Economy promoted by the Provincial Government of Teruel



- **Action 4**

Communication Campaign to raise awareness of the possibilities of Teruel as a *silver-friendly* territory

- **Action 5** ★

Mainstreaming of contents concerning the business opportunities in the silver field in the Programs for Entrepreneurs and Companies developed by the Regional Development Agency of the Government of Aragon (IAF)

# Actions, Action 2

- Training and Consulting for Entrepreneurs and SMEs to explore business opportunities in the provision of services and/or products to the silver population.
- Provincial Government of Teruel
- Chamber of Commerce of Teruel
- European Centre for SMEs and Innovation in Teruel (CEEI)
- Regional Development Agency of the Government of Aragon (IAF)
- External advisors

# Actions, Action 2

- We have done a study for having updated information about the situation of the SILVER in the province, as since 2018, when we did the SWOT, there were no info.
- That cost represent 5,000€ +VAT
- **Results:**
- Focus the strategy in products for +50-year-people.
- We realised that many companies had no idea about their target group
- Specific training for entrepreneurs
- Subsidies, awards and other helps that increase the interest on SILVER

# Actions, Action 4

- **Communication Campaign to raise awareness of the possibilities of Teruel as a silver-friendly territory**
- We created an advertisement for spreading out at local level
- We created an advertisement that appeared in provincial media and two reports in national media at the same time as a national fair was being held in Madrid.
- **Costs**
- 5,000 € are allocated for the reportages foreseen in the last quarter of 2021.
- A new budget line will be created for this purpose for 2022.
- We did 4 events specially focus on business wo/men in different cities (Ariño, Alcañiz, Teruel twice) That cost were 5,000€ +VAT

# ¿POR QUÉ LA PROVINCIA DE TERUEL ES UN LIVING LAB DE LA ECONOMÍA SILVER?

Celebramos el día del mayor destacando las potencialidades del territorio en el proyecto Interreg Europe Silver SMEs.

## CERCA DEL 50% DE NUESTRA POBLACIÓN ES MAYOR DE 65 AÑOS...

Pero eso no quiere decir que los mayores no tengan una vida activa y necesidades más allá de los cuidados. La economía silver representa una oportunidad para las empresas en un mercado todavía por desarrollar.



## 15.000 KM2 LLENOS DE DIVERSIDAD

Nuestra orografía llena de montañas, valles y paisajes ha dibujado nuestras fronteras con 5 provincias y 3 comunidades autónomas nos convierten en un punto estratégico de conexión entre regiones

## SINERGIAS Y APOYOS NECESARIOS PARA GENERAR NEGOCIO

¿La dificultad del día a día frena tu desarrollo? El entorno social favorece la gestión de tu negocio. La cercanía y la facilidad para conectar entre actores clave en Teruel pueden ser la solución.



## EL PROYECTO SILVER SMEs NOS AVALA

Durante el desarrollo de este proyecto europeo en el que hemos sido líderes, hemos obtenido un amplio conocimiento de la economía silver. A través de los estudios y análisis realizados, varias empresas han puesto pilotos en marcha.



# Work with entrepreneurs in the territory



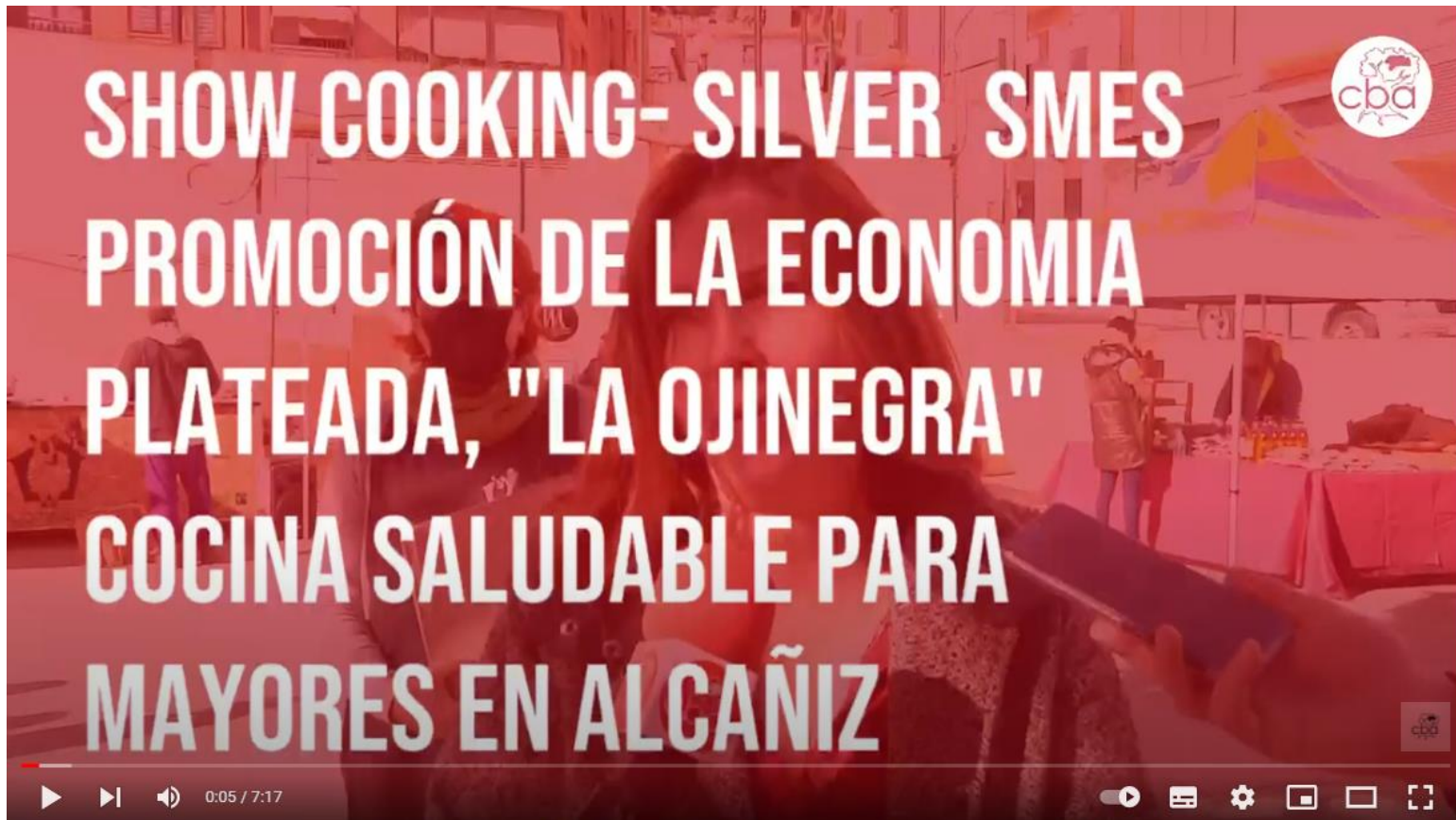
# Show cooking in a local market







- <https://www.youtube.com/watch?v=mPeXFNWW8Eo&t=301s>





# Communication

## La DPT organiza varias jornadas de formación para empresas y emprendedores en torno a la economía Silver

La primera se celebrará el 19 de noviembre en la Cámara de Comercio en Alcañiz. El impacto de la 'Silver Economy' se tratará el día 29 en Ariño, mostrando el ejemplo del Balneario



Un grupo de termalistas disfrutando en el Balneario de Ariño | Balneario de Ariño



**SILVER ECONOMY**  
JORNADAS INFORMATIVAS  
Dirigido a Empresas y Emprendedores

Adapta tus productos/servicios al nuevo nicho de mercado

**Plazas limitadas**

Del 19 de noviembre. Salón de actos Cámara de Comercio de Alcañiz  
Del 26 de noviembre. Salón de actos Cámara de Comercio de Teruel

Horario de 10.30 a 13.30 horas

Ponentes:  
**Antonio García Garzarán**  
CEO Auxidomicilio - GestAPP  
**Jordi Rames Pagés**  
Partner Success Manager Berdac

Organiza:  
Diputación de Teruel SILVER SMEs ima

## CEEIARAGON participa en las jornadas organizadas por la DPT para empresas y emprendedores en economía Silver

17 noviembre, 2021

Las dos primeras serán el 19 de noviembre en Alcañiz y el 26 de noviembre en Teruel

La Diputación de Teruel (DPT) ha organizado varias jornadas de formación enmarcadas en el proyecto europeo Silver Smes, en el que participa la institución provincial para la promoción de la economía plateada o de los mayores como factor de desarrollo de la provincia.

Las primeras serán dos jornadas informativas dirigidas a empresas y emprendedores, orientadas a la adaptación de los productos y servicios al nuevo nicho de mercado. **El 19 de noviembre tendrá lugar en el salón de actos de la Cámara de Comercio en Alcañiz, y el 26 de noviembre en el salón de actos de la Cámara de Comercio en Teruel, ambas en horario de 10.30 a 13.30 horas.**

Contarán con la ponencia de Antonio García, CEO de Auxidomicilio, una empresa que ofrece un servicio de ayuda a domicilio, para personas dependientes, cuidado de mayores, niños, selección de personal doméstico, internas y acompañamiento hospitalario. García también es responsable de GestAPP, una aplicación que gestiona los recursos humanos de las empresas. Tras él, tendrá lugar la ponencia de Jordi Rames, partner success manager de Berdac, en la que expondrá su robot dispensador automático de medicación.

Por otro lado, **el 29 y 30 de noviembre se celebrarán otras dos jornadas bajo el título "Impacto de la 'Silver Economy' en los territorios".** El lunes día 29 será en el Hotel Balneario de Ariño y el martes 30 en el salón de actos de la primera planta de la Cámara de Comercio de Teruel. Los ponentes serán **Antonio Martínez, director del Centro de Empresas e Innovación de Aragón (CEEIARAGON) en Teruel,** y Pedro Villanueva, presidente del Clúster de Turismo Sostenible de Aragón y CEO del Balneario de Ariño.



# Communication



**JORNADAS**  
.....  
**Impacto de la  
'Silver Economy'  
en los territorios**

LUNES  
**29**  
NOV. Hotel Balneario de Ariño  
Ariño- Teruel

MARTES  
**30**  
NOV. Cámara de Comercio Teruel  
Salón de actos de la 1ª planta  
Teruel

**Ponentes:**

- > **Antonio Martínez**  
Director del CEEI Aragón en Teruel.
- > **Pedro Villanueva**  
Presidente del Clúster de Turismo Sostenible de Aragón,  
y CEO del Balneario de Ariño

Colabora:



Organiza:



# Action 5

- Mainstreaming of contents concerning the business opportunities in the silver field in the Programs for Entrepreneurs and Companies developed by the Regional Development Agency of the Government of Aragon (IAF)

## Programas de Emprendimiento Estratégico



Desde la Unidad del Emprendimiento del Instituto Aragonés de Fomento, organizamos anualmente una serie de programas orientados a la planificación, desarrollo y puesta en marcha de nuevas iniciativas en líneas que por diferentes razones las creemos de especial relevancia. Os adjuntamos enlaces a memorias de las últimas ediciones de algunos de estos, y con las que podrás ampliar información de sus contenidos, temáticas, profesionales que los imparten, mentores que colaboran y/o proyectos que han participado, y por supuesto de las personas emprendedoras que los han llevado a cabo. Conócelos.

[Programa Emprendimiento e Innovación Agroalimentaria en Aragón 2020](#)

[Programa de Emprendimiento Social y Empresas Sociales en Aragón 2020](#)

[Programa de Emprendimiento Rural Sostenible 2020](#)

[Programa Liderazgo de Mujeres Emprendedoras 2020](#)

[Programa de Artesanía en Aragón 2020](#)

# Activities

- Influence to the topics that they are working on

## “Health Tech Aragón”

Es el programa de Emprendimiento en Investigación y Tecnología de la Salud organizado por el Departamento de Industria, Competitividad y Desarrollo Empresarial del Gobierno de Aragón, a través del Instituto Aragonés de Fomento,

El 15 de noviembre, se ha celebrado un DEMO DAY con la presentación de 8 proyectos que han finalizado con éxito la fase de Probabilidad. El objetivo de este encuentro ha sido suscitar el interés de las empresas invitadas y del Comité de Expertos, que debe valorar la continuidad o no de los proyectos en el programa, que entra ya en su tercera fase, la fase de “Certeza”.

Los participantes que han avanzado adecuadamente en su iniciativa han podido defender ante los miembros del Comité de Expertos (formado por miembros del IAF, BSabadell, Sodiari, AraHealth, IACS e IISA), y a través de un elevator pitch, sus proyectos.



Los proyectos presentados han sido los siguientes:

- **BIOGENOMIX**: Análisis de medicina de precisión para su diagnóstico y pronóstico clínico.
- **CAPILLARY**: Software basado en IA que transforma la práctica rutinaria de la capilaroscopia haciéndola más fácil, rápida y objetiva al producir un análisis detallado de las imágenes (<https://es.capillary.io/>)
- **CRISTOBAL**: App para la gestión de la salud y el bienestar de los conductores.
- **DERMACOMP**: App para ayudar al dermatólogo en el diseño de medicamentos individualizados.
- **FISIOVR**: Realidad virtual inmersiva para tratamiento del equilibrio en fisioterapia (<https://fisiivr.es/>)
- **LACTOVEX**: Vesículas extracelulares EVs, de fácil preparación y obtención, que provienen de leche materna (humana o de otras especies), las cuales, en combinación con distintos isótopos radiactivos, servirán para el diagnóstico y/o seguimiento de tumores, así como su tratamiento.

# They follow us, are we on the good way?

## Silver Economy: una oportunidad de oro



**PRESIDENTEX**  
SENIOR WISDOM

Martes, 24 de enero  
19:30 horas  
Salón de actos  
Delegación Territorial  
del Gobierno de Aragón



**Cámaras**  
Aragón

Patrocinado por:



Agustín Marín. Es presidente de la Asociación Española de Agentes de Realidad.  
Francisco José González. Es presidente de la Asociación Española de Agentes de Realidad.  
Juan Ramón Pardo. Es director general de la Asociación Española de Agentes de Realidad.  
Fernando Riverón. Es presidente de la Asociación de Realidad.



**BARCELONA**  
24 de enero  
19:30 horas  
Delegación Territorial del Gobierno de Aragón



**VALENCIA**  
24 de enero  
19:30 horas  
Cámaras de Comercio de Valencia



**ZARAGOZA**  
24 de enero  
19:30 horas  
Cámaras de Comercio de Zaragoza





# ENVEJECIMIENTO ACTIVO

**MIÉRCOLES >> 10:30**  
**APRENDE A UTILIZAR LAS MÁQUINAS BIOSALUDABLES**

**18/01** ALDEHUELA

**25/01** CASTRALVO

**01/02** VALDECEBRO

**08/02** TORTAJADA

**15/02** VIALLALBA BAJA

**22/02** CONCUD

**01/03** EL CAMPILLO

**08/03** CAUDÉ

**15/03** VILLASPESA

**22/03** SAN BLAS

**29/03** PARQUE LOS FUEROS TERUEL

ORGANIZA: **Teruel**

## Características de la actividad

- Actividad gratuita y sin inscripción previa. Cada miércoles en un lugar.
- La actividad se realizará en la zona de máquinas biosaludables
- Se recomienda llevar ropa y calzado deportivo.

## ¿QUIÉN CUIDA A QUIEN NOS CUIDA?

Servicio de apoyo, orientación y atención psicológica a personas cuidadoras de personas mayores

Es para ti si...

- Eres cuidador/a de una persona mayor.
- Si te sientes cansado/a y tu bienestar psicológico se está viendo afectado.
- Pertenece a la provincia de Teruel.

**2 DE NOVIEMBRE DE 2022**  
17: 30 a 19:00 h

Lugar: Centro Sociocultural de San Julián, ctra. San Julián 14, 44003, Teruel

Aprenderemos sobre:  
Gestión Emocional: qué hacer con la culpa, rabia y tristeza.  
Cómo afrontar situaciones estresantes, / autocuidado.

Contacta con nosotras

Noelia Ferrer, Col. A-03389 y Yaiza Senar, Col. A-03287

624 66 51 24  
quiencuido.psicara@gmail.com  
www.psicara.com

**SESIÓN GRATUITA**  
Financiado por el Gobierno de Aragón

# We are a reference on the topic

- **Letters of support**
- **Interview in depth for PhD**
- **Cooperation with University**
- **Presentation in entrepreneurs pills for cooperative and social enterprise.**
- **New narrative of the SILVER, more activities are organised around the topic, more positive discourse**



10ª sesión - Píldora economía social

# Transmisión de los valores de un proyecto a través del lenguaje de los ODS y Silver Economy

📅 Viernes 3 de febrero de 2023   🕒 De 10:00 a 11:30

## Vídeo



## Moderador



**Pilar Monzón**

REAS Aragón

## Ponente



**Bárbara Marqués**

ESoVal | Energía social y valores



**Laura Gascón**

AEDL Diputación de Teruel

ACCEDE A LA MASTERCLASS

# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!

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



For more information contact:  
Laura Gascón Herrero  
[lgasconherrero@dpteruel.es](mailto:lgasconherrero@dpteruel.es)

*Follow us on the social media*



# SILVER SMEs

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European Union  
European Regional  
Development Fund

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

## Training for social enterprises and the care sector contribute to building rural businesses' capacities

Dorota Bazuń  
University of Zielona Góra  
d.bazun@is.uz.zgora.pl

Final conference  
Ageing in rural Europe: opportunities for local economies  
21<sup>st</sup> February 2022 - Brussels





## **CHALLENGES IN THE LUBUSKIE REGION WHEN IT COMES TO THE NEEDS AND THE POSSIBILITIES OF PROVIDING CARE SERVICES**



Number of  
aging people in  
rural areas



Number of  
companies and  
staff providing  
care services

# What is our solution proposal?

- **Supporting existing and creating new social enterprises to provide care services in rural areas**



**agritourism farms** with the potential to provide care services, which would be interested in running a business also outside the tourist season – **green care farms**



# Why care farms?



- **Arguments in favour of creating care farms:**
  - seniors stay in their place of residence, in their community; care farms function more like a home than an institution;
  - this solution allows the use of local resources (agritourism farms); and does not require creating a new infrastructure;

# How to transform the agrotourism into care farm?

- **Support financially the first care farms from ROP – pilot project**
  - Three care farms in the region: Jordanowo, Nowe Żabno, Jasieniec
  
- **Train the staff of the care farms**
  - Carer of an elderly and disabled person;
  - First aid;
  - Handling people with disabilities using equipment;
  - Improving skills in the field of activation activities;

# When were the different forms of training support implemented?

- **Before opening the care farms**

Before the opening, training sessions were carried out that were necessary to open this type of facility (e.g. carer of the elderly and disabled). The training, if possible, was carried out by representatives from the social economy sector;

- **After opening the care farms**

- more detailed topics and were prepared to meet the needs of the staff running the farm.

# First aid and for carer takers of the elderly trainings

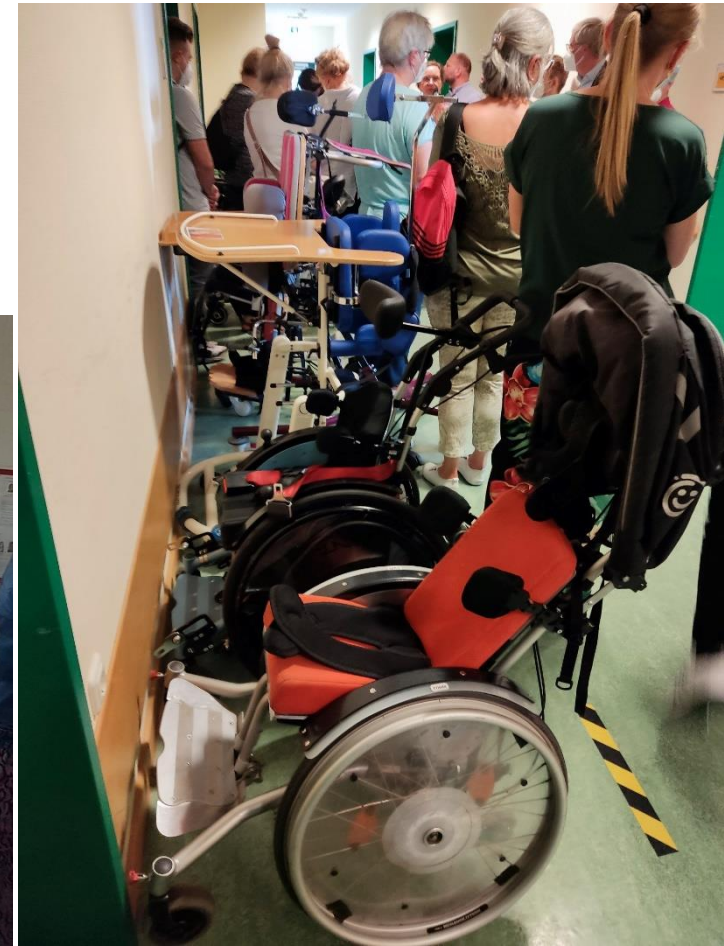




# First aid and for carer takers of the elderly trainings



# Study visits

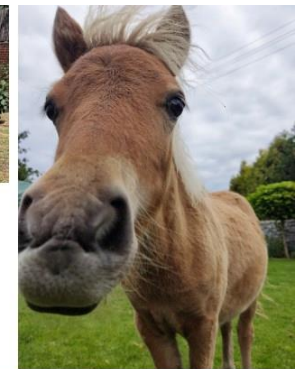




# Training in various forms of activation of seniors



# Training in various forms of activation of seniors



**Zielone  
Gospodarstwa  
Opiekuńcze**



**Zielone  
Gospodarstwa  
Opiekuńcze**



*Agroterapia*

*Zooterapia*



# Who supported creating and developing care farms and their trainings in the lubuskie region?

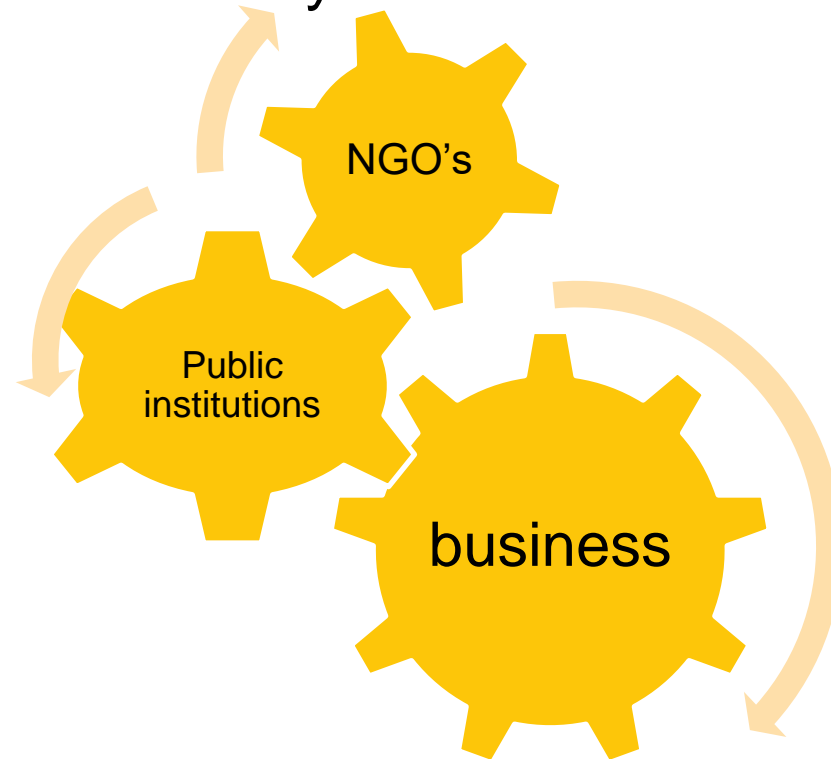


## ■ **Regional Centre for Social Policy Development**

1. **recognizing the need to create local places** where it would be possible to provide social services for seniors;
2. recognizing the **potential of the social economy** in the field of providing **care services in the field**;
3. **cooperation with the SILVER SMEs team** in the modification of the social policy document to contribute to the development of the social economy (LPRES), including services for seniors.
4. preparation of a **model for creating a care farm**.
5. preparation and launch of a **pilot project** - opening 3 care farms.
6. establishing **three care farms**.
7. monitoring the implementation of activities in care farms.

# Lobbying for silver economy solutions

It is very important to lobby for solutions to the needs of seniors.



The Silver SMEs project created an opportunity for representatives of various sectors and industries to meet and look for solutions together, including those that, as in the case of care farms, were within reach.

# To sum up - no training no business

## ■ Staff trainings

- The farm staff must meet certain requirements and be authorized to work with seniors and people with disabilities - financing courses for staff is an essential elementText;
- Support for the participation of social entrepreneurs in various forms of training gives them the opportunity to create an **offer for seniors that is attractive and adequate to local needs.**
- Good training enables them to compete with other service providers.



# SILVER SMEs

Interreg Europe



European Union  
European Regional  
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For more information contact:

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# SILVER SMEs

Interreg Europe



European Union  
European Regional  
Development Fund

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

## Integration of the Silver Economy in the tourism offer through training of SMEs

Paulo Costa-Pinto  
CIM do Ave  
Paulo.pinto@cim-ave.pt



Comunidade  
Intermunicipal  
do Ave

Final conference  
Ageing in rural Europe: opportunities for local economies

21<sup>st</sup> February 2022 - Brussels

# The Basic Frame 1

- Hostelry is not always friendly for dependant SILVERS and disabled guests. But there are exceptions. Some respite or nursing hotels can be found around Europe, receiving both guests and their families or caretakers.

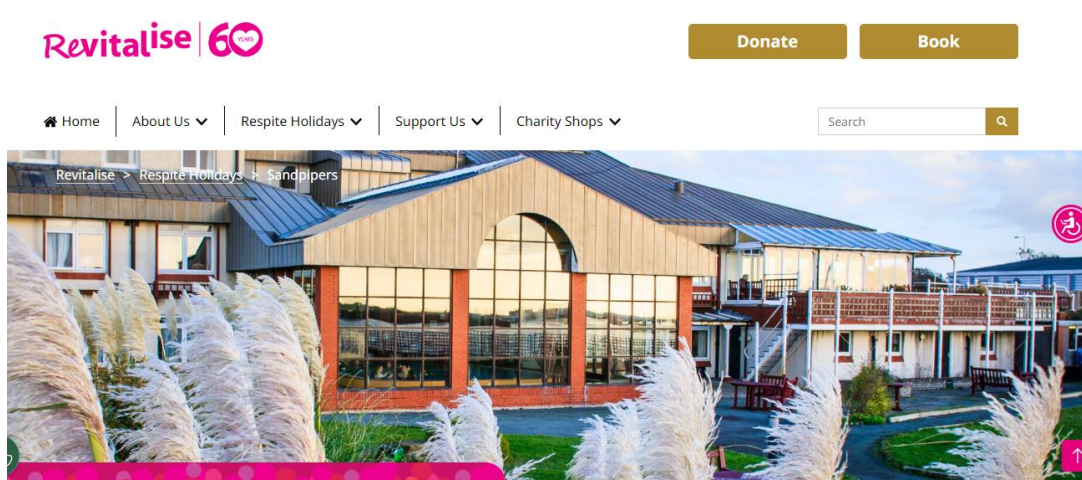


Photo Credit: <https://revitalise.org.uk/respite-holidays/sandpipers/>

## The Basic Frame 2

- On the other hand a large number of hotels in Europe is physically prepared to receive disabled or dependant guests, but they **lack the human capital**.
- Most hotels have administrative, reception and cleaning workers, but **they do not have, or will have, specialized professional caretakers** for disabled or dependant SILVER guests.



Photo Credits: [https://commons.wikimedia.org/wiki/File:The\\_hotel\\_reception.jpg](https://commons.wikimedia.org/wiki/File:The_hotel_reception.jpg)





- Finally guests do not always like or even accept to look at themselves as dependant or disabled, because **the acceptance of that label comes with a psychological burden**, and often respite units are linked with social and age isolation.



# The Basic Frame 4

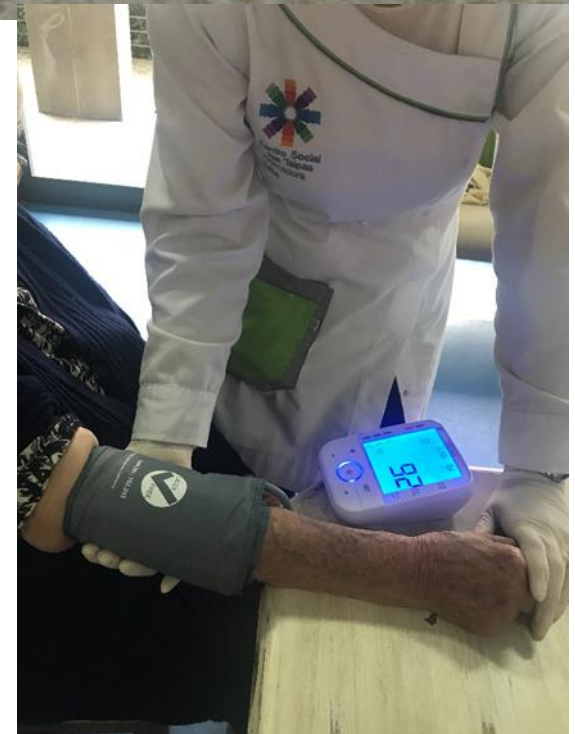
- Therefore, if they can, they tendentially avoid places like nursing homes with hostelry, **preferring normal nice accessible hotels**, even at the cost of a lack of specialized human support.
- But there would be a higher demand if there was better human specialized offer in these hotels.



Photo Credits: [www.booking.com/hotel/pt/povoadelanhosocharmemariadafonte-pt-pt.html?auth\\_success=1&activeTab=photosGallery](https://www.booking.com/hotel/pt/povoadelanhosocharmemariadafonte-pt-pt.html?auth_success=1&activeTab=photosGallery).  
Hotel de Charme Maria da Fonte - estacionamento - Paulo Pinto. 2023.

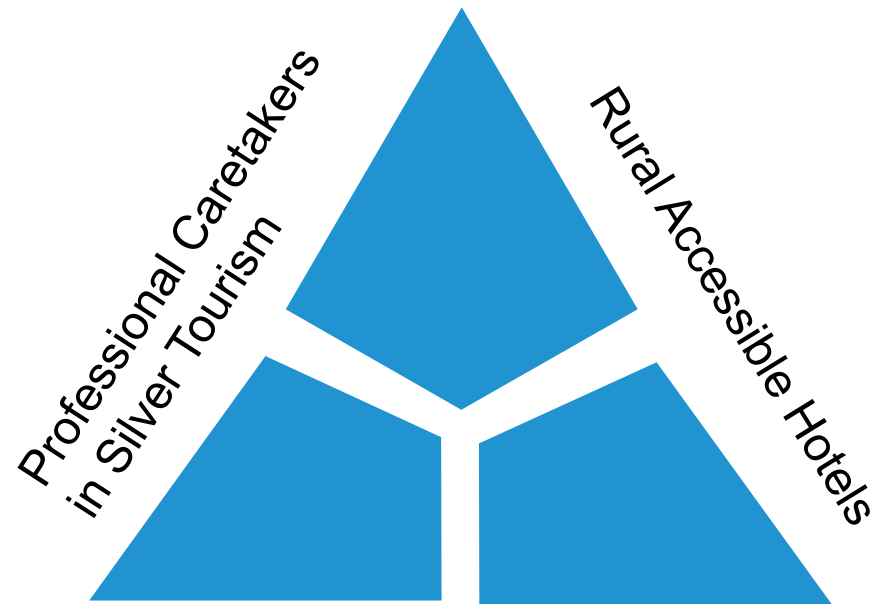
# The Plan to take action! 1

- What we proposed, after a long journey, learning with many examples, and inspired in Aldeia Toda project in Ave, was **to create a training process** which would allow **professional caretaker's SMEs**, with due training and with desirable health professionals backing, to **adhere to a platform ...**



# The Plan to take action! 2

- and match with hotels looking for their services, **supplying the technical support which will allow to open a much larger range of hotels to dependent SILVERS** as well as other disabled guest, and their families, if they are structurally prepared for accessible tourism.



Banco de Cuidadores Profissionais em  
Turismo Silver ( Matching Platform)

# The Plan to take action!

- In this path, still in its early hours, with a long, interesting but probably difficult way ahead, we counted and count, with the support of **Middle Ave Employment Centre**, of the national Institute for Employment and Professional Training (IEFP) who developed already three training courses for the project.



# The Plan to take action!

- This **courses are complementary**, and approach themes like: Occupational activities ( Occupational Therapy) , English, Local Cultural Heritage, First Aid, Nutrition and Feeding Care, Hygiene Care and Entrepreneurship.
- Each one has around 250h and will help **SILVER Tourism Caretaking SMEs** to have qualified human capital to improve service in hotels.



# The Plan to take action!

- The other key partner is the **Association of Portugal's Rural Hotels**, who will be running the platform **Banco de Cuidadores Profissionais em Turismo SILVER**, the first step to the effectiveness of a contribution for life quality improvement for dependant SILVERS and the creation of many jobs.
- Both are here present at highest level.

OBRIGADO!

# Thank you!

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

**For more information contact:**  
Paulo Costa-Pinto  
CIM do Ave  
[Paulo.pinto@cim-ave.pt](mailto:Paulo.pinto@cim-ave.pt)

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# Specific call for rural entrepreneurs/companies boosting Silver Economy in the province of Burgos (*Spain*)

Beatriz García Val  
*Society for the development of the  
province of Burgos (SODEBUR)*  
bgarcia@sodebur.es

**FINAL CONFERENCE**  
Brussels, 21<sup>st</sup> February 2023

# PROVINCE OF BURGOS

## Spain

SILVER SMES  
Interreg Europe



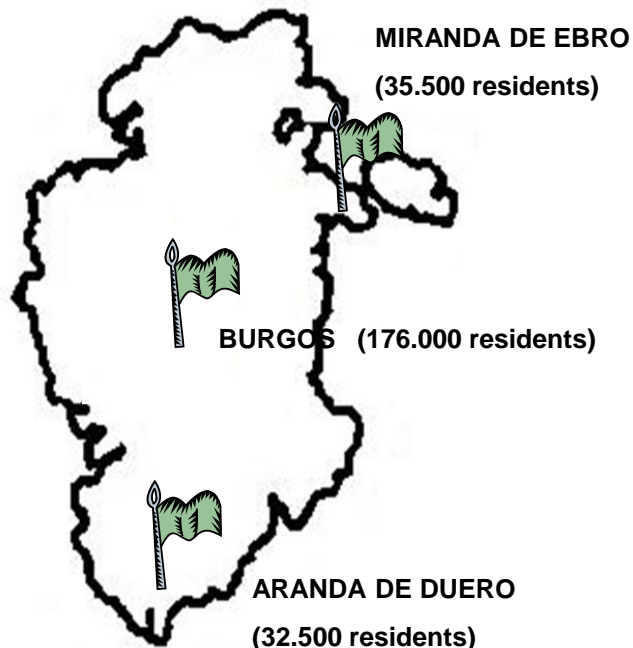
España



Castilla y León



Burgos



Burgos occupies the first place  
in **nº of municipalities** by  
provinces of Spain

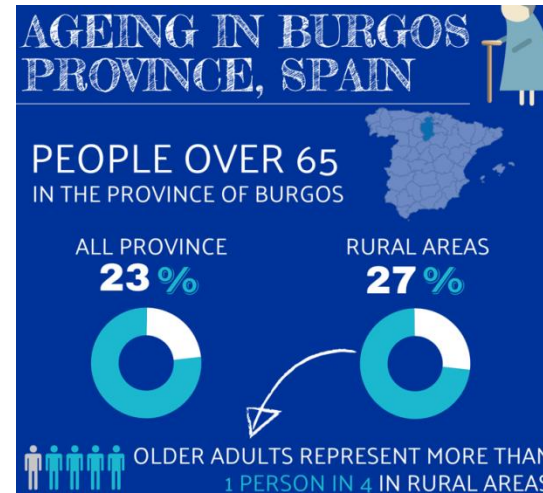
357.650 inhabitants

14.022 Km<sup>2</sup>

371 municipalities – 1.200 living areas

Rural population: 113.000 inhab.

8,27 hab/km<sup>2</sup> rural areas



# **ACTION PLAN:**

## **Summary of included actions**

### **ACTION PLAN (2021-2023)**

**To promote and support the establishment of companies operating in the silver economy sector in the province of Burgos**

1. Detection of entrepreneurship's opportunities to establish new companies in the silver economy sector in rural areas.
2. Call of funding to support companies and entrepreneurs in rural areas working in the silver economy sector.



## ACTION 2

### Call of funding to support companies and entrepreneurs in rural areas working in the silver economy sector

#### PHASE 1 'Interregional learning'

#### Two main good practices as source of inspiration:

- **Silver Surfer 4.0**

Eurasanté.

Partners Meeting and AgeingFit Event. January 29<sup>th</sup> – 30<sup>th</sup>, Lille (France).

Call for projects (launched in 2015) supporting the innovations related at Silver Economy and helps regional SMEs offering solutions to address the challenges of ageing and disability.



- **“Social Entrepreneurship Programme in Aragón”**

Development Institute of Aragon (Regional Government of Aragon).

Partners Meeting and International Workshop. October 23<sup>rd</sup> – 24<sup>th</sup>, Zielona Góra (Poland).

Specific programmes to give more visibility to social entrepreneurship and communicate its important contribution to the region development; enhancing the socioeconomic impact of this kind of businesses.



# ACTION 2: nature & timeline

## ACTION 2

### Call of funding to support companies and entrepreneurs in rural areas working in the silver economy sector

#### NATURE OF THE ACTION

ACTION 2 is the continuity of ACTION 1 “Detection of entrepreneurship’s opportunities to create new companies” with the aim of completing an integral model to favour the entrepreneurship ecosystem in the province of Burgos related to the silver economy sector.

This action concerns the development and launching of a new financial line to support companies and entrepreneurs operating in the rural areas of the province of Burgos working in the silver economy sector (new or existing ones).

#### TIMELINE

- Steering Committee. SODEBUR. Approval of the call on 27<sup>th</sup> May 2022
  - CALL open for applicants 15<sup>th</sup> June – 14<sup>th</sup> July 2022 (one month)
    - Checking eligibility of applications and assessment (criteria)
- Steering Committee. SODEBUR. Initial proposal of financing on 30<sup>th</sup> September 2022
- Steering Committee. SODEBUR. Resolution of allegations on 24<sup>th</sup> November 2022
- 5<sup>th</sup> December 2022. Publication of the definitive decision (official journal of the province)

# ACTION 2: main features of the call

- ❑ SODEBUR's budget 2022. **150,000,00€**  
**Non-refundable subsidy**



- ❑ **AIM:** financing itinerary services in the rural areas of the province of Burgos as a source of economic activity and improvement of the quality of life of its population, especially the elderly.
- ❑ **COMPETITION.** Criteria for assessment; inhabitants (attended municipalities), % of elderly people (+65), number of attended municipalities...
- ❑ **ELIGIBLE ECONOMIC ACTIONS:** Itinerant services and investments (01/01/2022): *basic supply services, personal care services, services of domestic nature, leisure and cultural services...*
- ❑ **BENEFICIARIES:** entrepreneurs, self-employees and private companies operating in at least 4 municipalities of the province (*less than 20,000 inhabitants*).
- ❑ **FINANCING:**
  - Investment no needed: 3,000-6,000€ (depending on the number of municipalities).
  - Investment needed: 60-80% (máximum of 15,000.00€).

# ACTION 2: funding projects

## Definitive proposal for funding STEERING COMMITTEE, 24/11/2022

### ASSESSMENT ACCORDING TO THE CRITERIA ESTABLISHED IN THE CALL

Nº RESOLUCIÓN	Nº SOLICITUD	NOMBRE DEL SOLICITANTE	Nº MUNICIPIOS	Puntuación total	PROPUESTA DE CONCESIÓN	ACUMULADO	Tipo de proyecto
1	30	PEDRO ECHEPARE CUÑADO	15	10,0304254	6.000,00€		SERVICIO
2	50	HASTA LA COCINA	13	9,81072578	6.000,00€	12.000,00€	SERVICIO
3	16	EMBUTIDOS ARTESANOS VILLAFUERTES	11	9,31031817	6.000,00€	18.000,00€	SERVICIO
4	38	EMILIO BAHÓN PUENTE	6	9,22137628	3.000,00€	21.000,00€	SERVICIO
5	63	PETRÓLEOS OJO GUAREÑA	14	9,21894655	6.000,00€	27.000,00€	SERVICIO
6	24	FELICIANO ÁLVAREZ LÓPEZ	9	9,07959075	6.000,00€	33.000,00€	SERVICIO
7	7	JUAN TOMÁS GONZÁLEZ CARO	5	8,75874905	3.000,00€	36.000,00€	SERVICIO
8	2	JOSE LUIS VESGA	11	8,51875997	6.000,00€	42.000,00€	SERVICIO
9	52	REBECA RIOJA MARTÍNEZ	8	8,12307611	6.000,00€	48.000,00€	SERVICIO
10	53	MARÍA TERESA HERNANDO GARCÍA	5	8,08581531	3.000,00€	51.000,00€	SERVICIO
11	62	GAUDENCIO RUÍZ MARCOS	7	8,00415304	3.000,00€	54.000,00€	SERVICIO
12	44	MARÍA DE DOMINGO SERRANO	4	7,92768678	4.880,00€	58.880,00€	INVERSIÓN
13	13	PABLO RODRÍGUEZ ALONSO	4	7,86957587	3.000,00€	61.880,00€	SERVICIO
14	48	HERMANOS DÍAZ HORTIGÜELA	7	7,84993519	3.000,00€	64.880,00€	SERVICIO
15	73	CONSTRUCCIONES TORRECILLA GARLA	6	7,7650905	3.000,00€	67.880,00€	SERVICIO
16	9	ADOLFO SANTOS MARTÍNEZ	8	7,68155411	6.000,00€	73.880,00€	SERVICIO
17	47	ENGRACIA DEL POZO BARRIO	6	7,6150284	3.000,00€	76.880,00€	SERVICIO
18	42	EL ALFAR ART- TERRA, S.L	6	7,48905582	3.000,00€	79.880,00€	SERVICIO
19	29	FERNANDO RUIZ FUENTE	9	7,35215107	6.000,00€	85.880,00€	SERVICIO
20	33	MARTA TELLO VILLARREAL	8	7,11194536	6.000,00€	91.880,00€	SERVICIO
21	27	ENRIQUE GUTIÉRREZ PINEDA	9	6,92767308	6.000,00€	97.880,00€	SERVICIO
22	74	PANIFICADORA LA SERRANA, S.L	13	6,69928351	6.000,00€	103.880,00€	SERVICIO
23	39	PEDRO GÓMEZ LLORENTE	13	6,64813975	6.000,00€	109.880,00€	SERVICIO
24	17	ESTHER ANGULO TOBAR	9	6,59021917	6.000,00€	115.880,00€	SERVICIO
25	55	ALIMENTACIÓN JOAQUÍN DE MIGUEL, S.C.	7	6,46125375	3.000,00€	118.880,00€	SERVICIO
26	58	ÓSCAR BARRILUSO SECO	6	6,0028053	15.000,00€	133.880,00€	INVERSIÓN
27	22	JAVIER YELA HIERRO	5	5,9561157	3.000,00€	136.880,00€	SERVICIO
28	71	CARNICERÍAS HERMANOS MOLINERO, S.L	8	5,81768352	6.000,00€	142.880,00€	SERVICIO
29	21	GEMMA VAZQUEZ GÓMEZ	4	5,79762125	3.000,00€	145.880,00€	SERVICIO
30	60	PANADERÍA Y PASTELERÍA ARTESANA NUÑEZ ZAPATA, S.L	4	5,67046623	4.120,00€	150.000,00€	INVERSIÓN



Number of received applications

79

Number of eligible applications

58

Number of applicants finally financing

30 (38%) – 28 services and 2 investments

# 2023 - Support to the silver economy in the province of Burgos



## STRATEGIC PLAN FOR THE PROVINCE OF BURGOS 2025

### STRATEGIC AXIS 2. Business development and employment

#### LINE 2.3 NEW ECONOMIES AS OPPORTUNITY

##### - Strategic Action 2.3.2. Promotion of silver economy

- Drafting the new call for funding to support companies and entrepreneurs in rural areas working in the silver economy sector, 2023.



ANY  
QUESTIONS  
?



**Thank you very for your  
attention**

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## Silver Surfer calls accelerate Silver Economy businesses outside the care sector

Sohail NOURESTANI  
Eurasanté  
DIGITAL Health & Innovation Manager

Final conference  
Ageing in rural Europe: opportunities  
for local economies

21<sup>st</sup> 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 1<sup>st</sup> 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 7<sup>th</sup> (FR)**
- **New features of the 8<sup>th</sup> 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

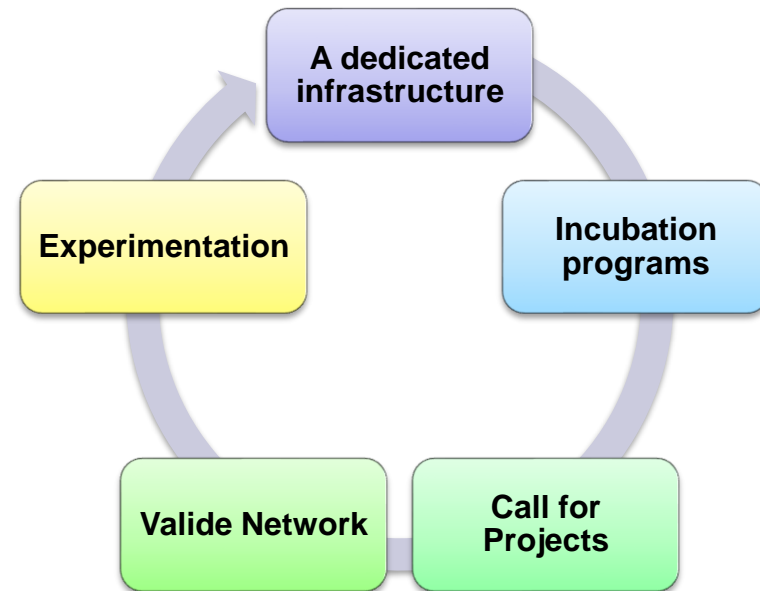


Laureates on

- 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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## The Dalarna Strategy 2030 connects with the Silver Economy

Nils-Åke Norman  
Region Dalarna  
nilsake.norman@regiondalarna.se

Final conference  
Ageing in rural Europe: opportunities for local economies

21<sup>st</sup> February 2022 - Brussels

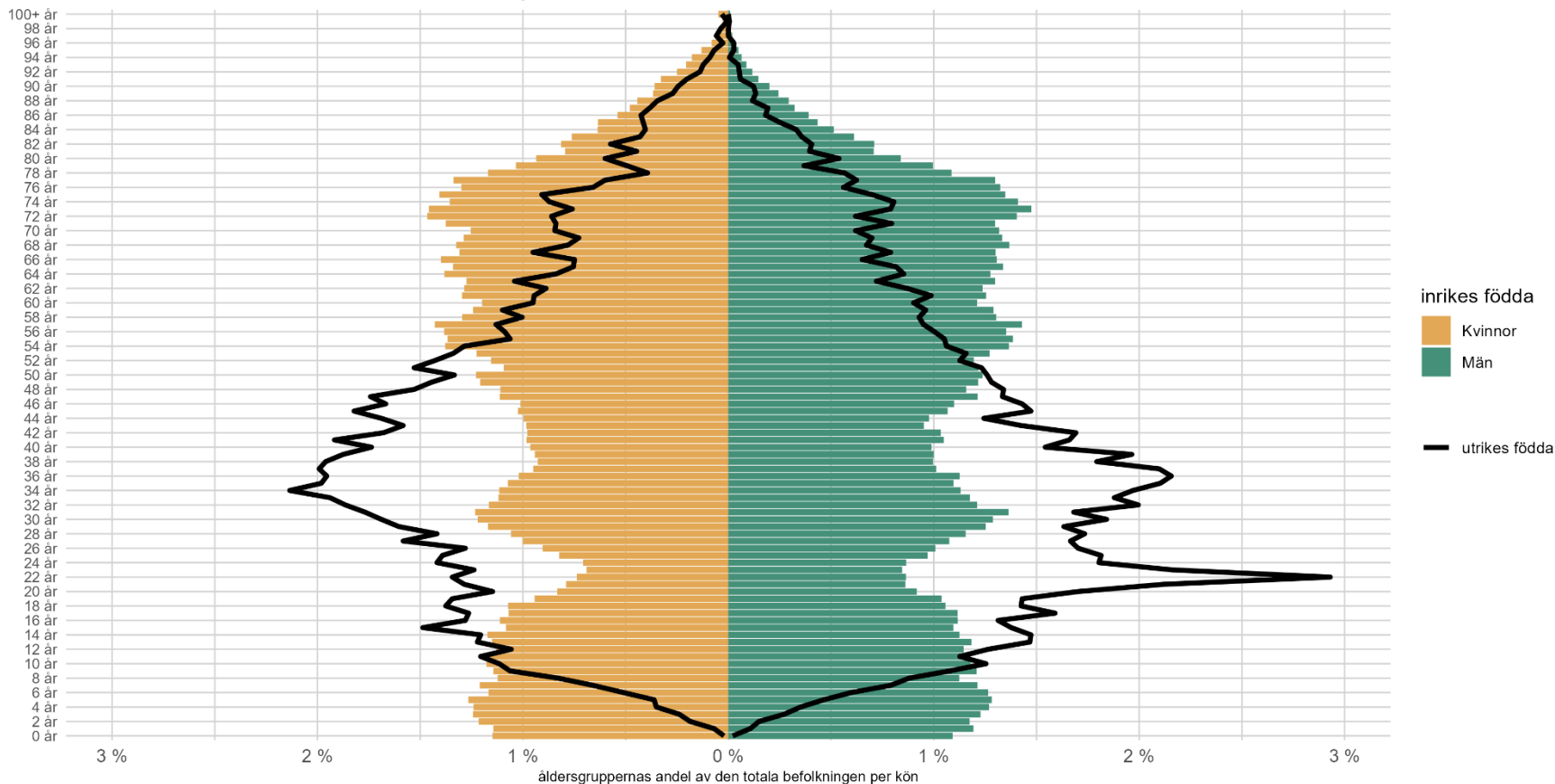
# DALARNA



Region Dalarna  
15 municipalities  
Area: Size as  
Belgium  
290 000 inhabitants

# Population pyramid year 2021. Dalarna County. Domestically born in Dalarna in 2021 compared to foreign born (black line)

## Inrikes födda i Dalarnas län år 2021 jämfört med utrikes födda



Källa: SCB  
Bearbetning: Samhällsanalys, Region Dalarna

# A policy area in change

## From regional growth to sustainable regional development



# THE DALA STRATEGY 2030

Together for a sustainable Dalarna

## 40 Priorities

- ✓ Promoting entrepreneurship and enterprise
- ✓ Strengthen the opportunities for the elderly to participate and contribute to the society

## Position 2030

Equal living conditions and good health give everyone in Dalarna the opportunity to develop





# Dala Strategy connects with the Silver Economy

- Smarter homes as a test and demonstration arena in collaboration with Dalarna University and the Region will continue to be developed and planning of training in assistive technology is underway
- Byggdialog Dalarna, cooperation in the planning of new housing for elderly using Virtual Reality (VR). Byggdialog Dalarna has involved public and private sector, as well as older people, to reflect in the not yet finished building



# Dala Strategy connects with the Silver Economy

- Sätergläntan, the Nordic Center for Crafts and cultural heritage offers training for elderly in handicraft



- Gullogården retirement home contributing to the development of social entrepreneurship. Works as a cooperative and is a non-profit association



**Thanks to the SILVER SMEs project, region Dalarna shall continue to Develop Smarter Homes as a Test and Demonstration Arena** for companies that develop products aimed for the elderly population

**Thanks to the project,** members of the stakeholders group have participated in partner meetings abroad which has contributed to easy spreading of information further in the region and to shorten decision-making paths and facilitate so that the strategy also includes the elderly population in the region





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## Delivery of Action Plan

Dr Aisling ConwayLenihan

Hincks Centre for Entrepreneurship Excellence, Munster Technological

University, Ireland

[aisling.conway@mtu.ie](mailto:aisling.conway@mtu.ie)

Ageing in rural Europe: opportunities for local economies

Final conference  
21<sup>st</sup> February 2022 - Brussels



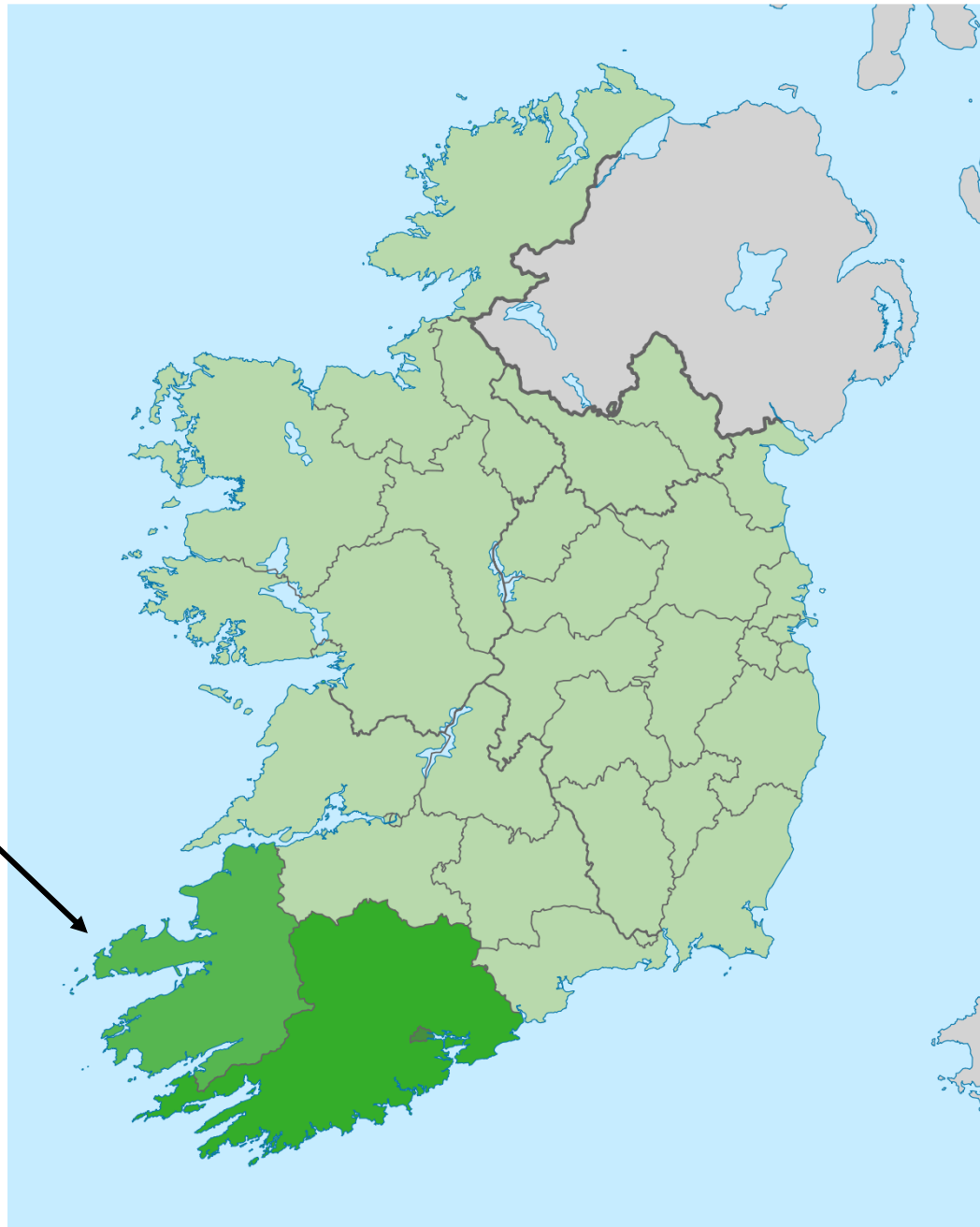
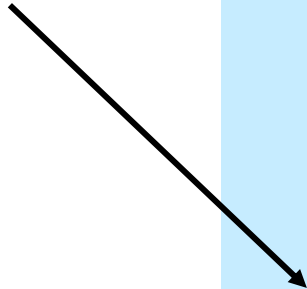


REGIONAL ENTERPRISE PLAN  
TO 2024  
**SOUTH-WEST**



An initiative of the Department  
of Enterprise, Trade and Employment

South-West  
of Ireland





REGIONAL ENTERPRISE PLAN  
TO 2024  
**SOUTH-WEST**

There are nine regional enterprise plans, which are based on nine regions in Ireland.

The plans are developed in conjunction with **regional stakeholders** who work collaboratively on various initiatives to help deliver **enterprise growth** across the 9 regions of Ireland.



An initiative of the Department  
of Enterprise, Trade and Employment



REGIONAL ENTERPRISE PLAN  
TO 2024  
**SOUTH-WEST**

The inclusion of the silver economy as an action under the strategic objectives of the South-West Regional Enterprise Plan (SWREP) 2024.

SWREP 2024 was launched in 2022.



An initiative of the Department  
of Enterprise, Trade and Employment

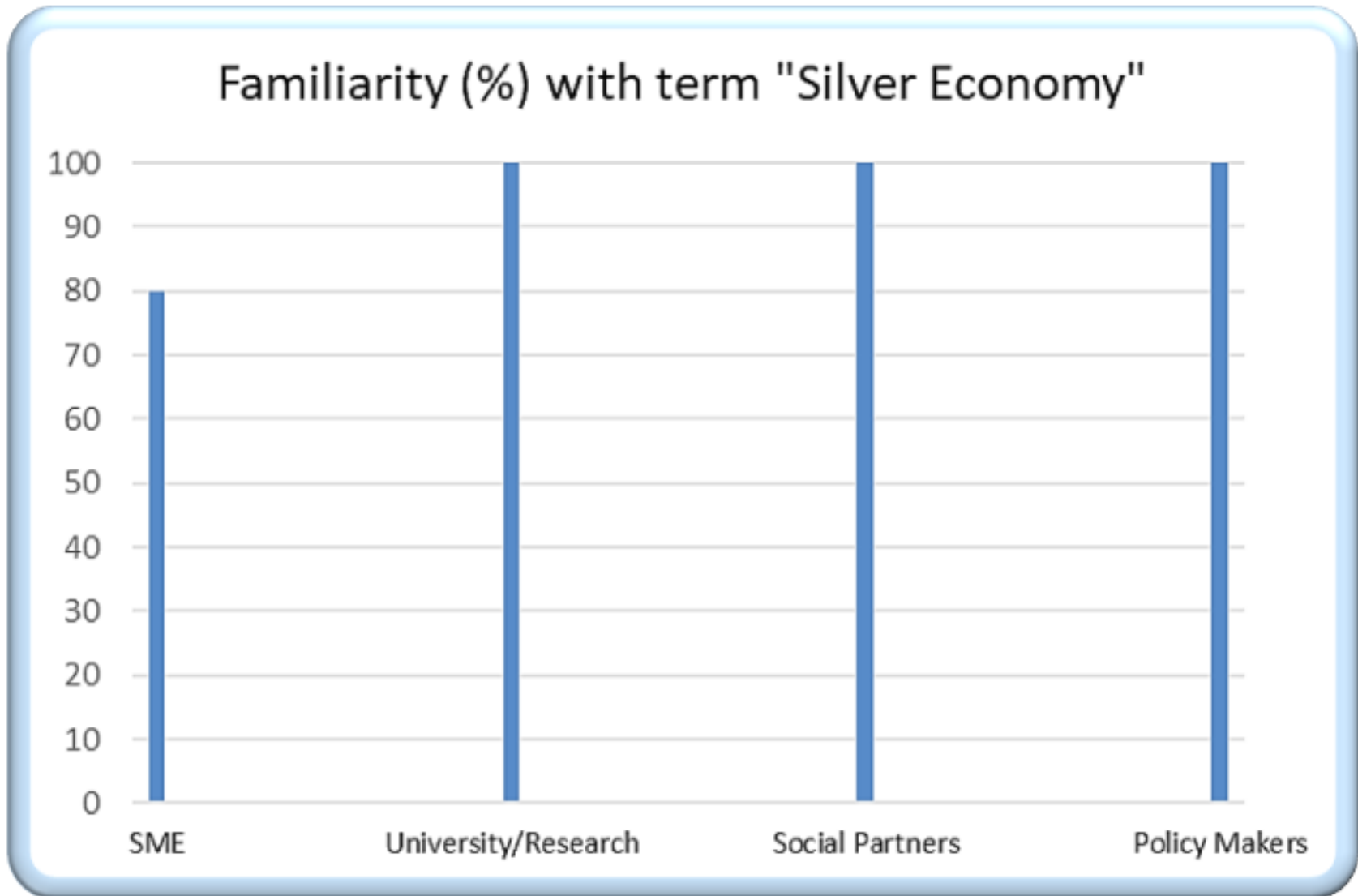
- SWREP (2024) consisted of 6 Strategic objectives

The Silver Economy as an action was included in

- Strategic Objective 1 – which focused on *enhancing the enterprise eco-system across the region through innovation, entrepreneurship and digitalisation.*



# Result of SWOT Report



# SWREP 2024 - Action

## Action 1.7: Explore new niche market opportunities for regional enterprises and new start-ups in the Silver Economy.

### Action Leader:

MTU

### Action Partners:

Local Authorities  
Enterprise Ireland  
LEOs

### For completion by:

Q4 2024

### Rationale:

The European Commission has given significant recognition to the size, value and potential of the Silver Economy, representing the purchasing power of older adults. The Silver Economy in Europe is valued at €3.7 trillion and projected to increase to €5.7 trillion by 2025. In Ireland, it is estimated to be worth c. €13bn. The European Silver Economy represents the third largest economy globally after those of the USA and China. It is for this reason that it is being targeted as a new focussed area of opportunity for Irish entrepreneurs.

### Action Outcome:

The outcome of the action is to highlight the potential of the silver economy to Irish enterprises and entrepreneurs, through familiarisation and training for enterprises and new start-ups.



## **Special Issue – Small Enterprise Journal**

### ***Small Enterprises and the Silver Economy***

# Academic Journal Article



Small Enterprise Research >

Volume 29, 2022 - Issue 1

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## Awareness and potential of the silver economy for enterprises: a European regional level study

Helen McGuirk ✉, Aisling Conway Lenihan & Niamh Lenihan

Pages 6-19 | Published online: 03 May 2021

Download citation <https://doi.org/10.1080/13215906.2021.1919915>



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