



SILVER SMEs RESULTS IN A NUTSHELL!

[SILVER SMEs](#) aims to improve the implementation and delivery of Regional Policies for SMEs competitiveness to build on significant opportunities arising from the Silver Economy and improve the quality of life of older adults in rural and mountainous areas.



€1,554,924.00



From 1 Jun 2018
To 31 May 2023

Topic

SME competitiveness

DISCOVER SILVER SMEs

PROJECT BROCHURE

Discover our partnership as well as our objectives in the [project brochure](#), available in 8 languages.

SILVER SMEs IN SHORT

What is SILVER SMEs? Why does the Silver Economy matter for rural Europe? What are our objectives? Discover the SILVER SMEs project in this 1 minute [video!](#)



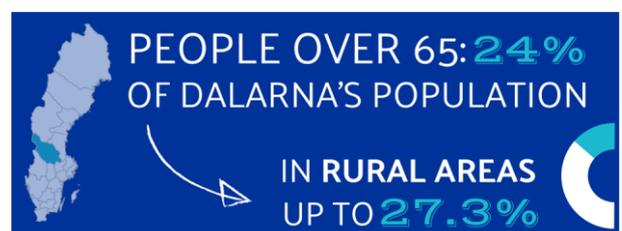
REGIONAL CONTEXTS

COMPOSITE SWOT ANALYSIS

Our [composite SWOT](#) studies the similarities and specificities of our regions' demography and economy. It explores the opportunities and barriers in developing the Silver Economy in our rural areas and lays the basis for partners' Action Plans.

9 REGIONAL INFOGRAPHICS

Wondering how it is like to be over 65 in a rural area? Looking for condensed information? Take a look at our [9 interactive infographics](#) and understand in one glance the challenges and opportunities arising from ageing in our regions.



GET INSPIRED!

COLLECTION OF 70 GOOD PRACTICES

SILVER SMEs' partners collected more than 70 good practices from all over Europe! From health to ICT, housing, and leisure activities, they demonstrate the usefulness of the Silver Economy for rural older adults. Discover SILVER SMEs' [good practices database!](#)

3 THEMATIC BROCHURES

23 initiatives were selected as best practices! These [3 best practices brochures](#) provide you with inspiring initiatives related to housing, to SMEs accelerators and to older adults' well-being. They illustrate how regions can support the development of the Silver Economy sector, contribute to business creation, and enhance seniors' quality of life.



8 BEST PRACTICES VIDEOS

SILVER SMEs produced short videos showcasing 8 different best practices. From senior housing and leisure activities to regional programmes boosting business creation in the Silver Economy sector, these videos present inspiring examples to replicate across rural Europe. [Watch the videos.](#)

STORYTELLING VIDEOS

SILVER SMEs' videos report on key moments in the project's interregional cooperation! They also give the floor to regional stakeholders and rural entrepreneurs. [Discover our stories!](#)



POLICY RECOMMENDATIONS

GREEN PAPER ON AGEING

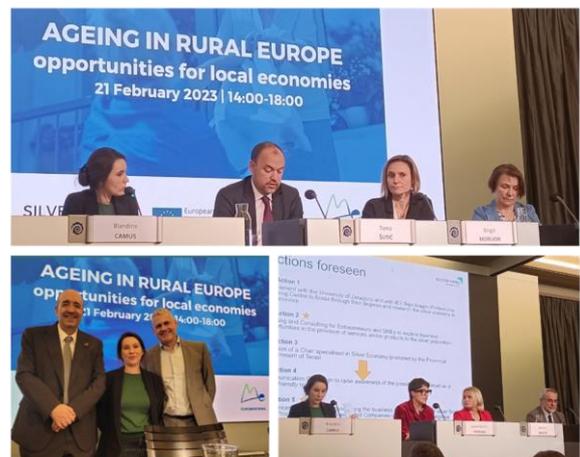
SILVER SMEs' partners contributed to the European Commission's consultation on the EU Green Paper on Ageing. Our contribution provides recommendations on how to support ageing regions and how to these territories can adapt to demographic change by developing and supporting the Silver Economy sector. [Read our position paper.](#)

SILVER SMEs MID-TERM EVENT

SILVER SMEs hold its mid-term conference on "Challenges and solutions to cope with ageing in rural Europe: the role of the Silver Economy" online on 21 April 2021. The European Commission's Vice-President for Democracy and Demography, regional policymakers and entrepreneurs explored good practices and discussed potential action to further support the Silver Economy. [Relive the event!](#)

SILVER SMEs FINAL EVENT

SILVER SMEs hold its final conference on "Ageing in rural Europe: opportunities for local economies" on 21 February 2023 in Brussels. The event was an opportunity to present the 8 Action Plans of the partners and to discover how they have promoted the emergence of the Silver Economy in rural areas through concrete actions in the regions. The conference also explored how regional and European policies can better support SMEs in this sector and address the issue of ageing. [Relive the final conference!](#)



SILVER SMEs ACTION PLANS

The main outputs of SILVER SMEs are the project's **8 Action Plans**, which aim **to develop the Silver Economy in rural areas**. Inspired by the analysis of their regional context and the exchange of knowledge, each territory has designed an Action Plan that corresponds to the opportunities and realities of its region. Each Action Plan contains a series of **tailor-made measures** implemented between 2021 and 2023. Several will have an impact beyond the duration of the SILVER SMEs project.

[Browse the Action Plans!](#)

The measures set out in the Action Plans are structured around 5 main objectives detailed in the below graph:

- **Raising awareness** among entrepreneurs, decision-makers, and local economic actors of the specific needs of older adults and the opportunities offered by the Silver Economy.
- **Training businesses** in the concepts of the Silver Economy and the creation of services for older people.
- **Providing targeted funding** to new and existing SMEs for the development of goods and services for older people living in rural areas to encourage and support them to access this new market.
- **Establishing links with research ecosystems** to integrate ageing issues into regional projects.
- **Integrating the Silver Economy into local and regional policies** to ensure long-term political support for the sector and to provide policy responses to ageing in rural areas.

AWARENESS RAISING

- ✔ Awareness campaigns for entrepreneurs on the growing needs of older adults (ES - IE - PT - SI)
- ✔ Communication actions promoting the territories as age-friendly (ES)
- ✔ Events and meetings with stakeholders, from SMEs to local and regional decision-makers, to inform about the opportunities offered by the emerging Silver Economy sector (ES - IE - PT - SI - FR - PL - SE)

BUSINESS TRAINING

- ✔ Training of entrepreneurs in the tourism sector to better meet the needs of older people (PT)
- ✔ Providing business guidance for the creation of new social enterprises in the Silver Economy sector (PL)
- ✔ Training for the creation of new care farming structures offering services to the older people (PL)
- ✔ Cooperation with Chambers of Commerce and vocational training structures for the integration of the Silver Economy in business support services (ES)

FUNDING FOR SMES

- ✔ Supporting innovative start-ups through a new generation of Silver Surfer calls (FR)
- ✔ Creation of a call for funding for rural SMEs providing mobile services for older adults (ES)

INTEGRATION IN LOCAL RESEARCH ECOSYSTEM

- ✔ Publication of scientific journals to improve knowledge about the rural Silver Economy (IE)
- ✔ Collaboration with universities and research centres on the elderly, ageing and health (SE)
- ✔ Creation of a University Chair to promote a multidisciplinary approach to the Silver Economy (ES)

INTEGRATION INTO LOCAL AND REGIONAL POLICIES

- ✔ Inclusion of the Silver Economy as a strategic action for economic development in the Irish South-West Regional Enterprise Plan to 2024 (IE)
- ✔ Launch a Local Strategy for the Elderly in the municipality of Tolmin (SI)

