



Did you know that about 50% of the EU's population aged 65 and over contributes to the touristic sector?

The SILVER SMEs project aims to support **regional policies** in **rural and mountainous areas** by enlightening **the potential for SMEs to develop new innovative products and services** of benefit and joy **for a senior population**. By supporting the development of new SMEs in the Silver Economy, an intrinsic objective is to **stimulate growth and competitiveness** of rural areas and mountainous areas.

In its 1st semester, the SILVER SMEs project completed 8 regional SWOT analyses of SMEs in the Silver Economy. A SWOT Analysis studies the **Strengths, Weaknesses, Opportunities** and **Threats** within a geographic area. A **composite analysis** gathers all of the data collected from different stakeholder groups in different regions into one study, thereby providing **valuable transnational overview of the Silver Economy in rural areas, and the potential for SMEs to develop new business based on the Silver Economy**, which has been described as the third largest economy in the world. Based on this study, SILVER SMEs has established a list of **preliminary policy recommendations** which will be further explored during the project.

Visit our website to learn more about us
www.interregeurope.eu/silversmes



Regional analysis of Silver SMEs just out !

The SILVER SMEs project produced a [Composite SWOT Analysis](#) of its partner territories. The report incorporates insights from 4 sectors; SMEs, universities & research institutions, civil society and policy makers, which provides a transnational overview of the Silver Economy.

Find out more about our results [here!](#)



SILVER SMEs meets entrepreneurs at AgeingFit 2019

Silver SMEs partners met in Lille (France) and attended AgeingFit, a European event dedicated to innovation partnerships in the healthy ageing sector, which was organised on 29 & 30 January 2019. Silver Health covers the field of prevention enabling seniors to be autonomous as long as possible.

Read more here [>>>](#)



Check out the Library section on our website

A new "Library" section is now available on our website, where you will find our project brochure translated in the different project languages, our project deliverables such as the regional and composite SWOT analyses and our latest newsletters. A Good Practice section is coming soon!

Read more here [>>>](#)



Business Opportunities Linked to Active Ageing

- **When?** May 23rd, 2019
- **Where?** Tolmin, Slovenia

More information to come on our website:
www.interregeurope.eu/silversmes/events/



How can you get involved?

- Participate in our [local stakeholder groups](#)
- Send us [good practices](#)
- Let us know about [your own project or event](#) related to Silver SMEs
- Reach out to us by [email](#)
- Follow us on our [social media](#)
- Share this [newsletter](#) with your colleagues
- Start a discussion on our [LinkedIn group](#)

Subscribe

Past Issues

Tr:



STAY IN
TOUCH



Register to
SILVER SMEs
Interreg Europe

NEWSLETTER



Copyright © 2019 Silver SMEs - Interreg Europe, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

