



Did you know that about 75% of our interviewees think older adults in our regions are not benefiting enough from innovative products and services?¹

*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.*

SILVER SMEs partners have already collected **35 good practices** throughout Europe! Discover on our good practices database these interesting examples and **get inspired** to encourage the development of Silver Economy goods and services in your rural and / or mountainous territory!

Save the date! SILVER SMEs invites you to its second international conference "Business Opportunities linked to Fragile & Vulnerable Ageing Population", in Zielona Góra, Poland on October 24, 2019. More information will come soon!

Visit our website to learn more about us

www.interregeurope.eu/silversmes

¹ SILVER SMEs compiled SWOT analysis



**3 minutes to understand SILVER
SMEs**

What is Silver Economy, what is SILVER SMEs' aim? Our last video gives you the answers to all your questions! Discover what partners and entrepreneurs have to say and spread the word!

Read more here [>>>](#)



**Meet Victoria Tortosa, from La
Exclusiva**

In 2013, Victoria realized that villages of the neighbouring Province of Soria were facing an important lack of goods and services, see how she adressed this challenge with La Exclusiva!

Read more here [>>>](#)



Enriching the dialogue with civil society in Dalarna

Region Dalarna, in Sweden, arranged its second stakeholder group meeting with Ms Birgitta Sacrédeus, rapporteur of the European Committee of the Regions of the opinion on Active and Healthy Ageing.

Read more here [>>>](#)



Eurasanté discusses Silver Economy by & for seniors

Eurasanté, SILVER SMEs' partner from France, organised its second stakeholders meeting in May with various actors, from private companies to associations and social care representatives.

Read more here [>>>](#)





Silver Surfer 4.0

Silver Surfer is a call for projects from the Hauts-de-France region, supporting regional SMEs of the Silver Economy offering solutions to older adults.

Read more here [>>>](#)



Cross-border accelerator

The cross-border silver economy accelerator fosters the development of innovative SMEs and services in territories facing similar challenges. It was developed by the project SEAS 2 GROW.

Read more here [>>>](#)



Solutions and Support to the Environment project

SAE project is an innovative solution which offers proximity and quality services to the people living in rural areas at home or in other institutions

Read more here [>>>](#)

Our good practices



Project partners have been collecting 35 good practices for a year across all Europe! These inspirational initiatives supporting silver economy in rural areas are now available on our website.

Visit our good practices database [>>>](#)



Business opportunities
linked to Fragile &
Vulnerable Ageing
Population

OCTOBER
24
2019

Zielona Gora
Poland

SAVE THE DATE

SILVERSMES' second
international conference

"Business Opportunities
linked to Fragile & Vulnerable
Ageing Population"

More information to come

[>>> here <<<](#)

How to get involved?



How can you get involved?

- Participate in our [local stakeholder groups](#)
- Promote your [good practices](#) on our website
- Let us know about [your own project or event](#) related to Silver SMEs
- Feel free to reach out to us by [email](#) and learn more about our findings
- Follow us on the [social media](#)
- Share this [newsletter](#) with your colleagues
- Join a discussion with other SMEs and regional authorities on our [LinkedIn group](#)



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