



Did you know that between 2016 and 2036, the share of the +65 in the Irish population will increase by 8%?

*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 gathered in Cork, Ireland, in February 2020, to discuss **business opportunities linked to dependent ageing population** during our third international conference. **12 good practices** from across Europe were introduced during our event, giving inspiration to support dependent older adults. Discover some of them and learn more about our last events in this 6th newsletter!

Visit our website to learn more about us

www.interregeurope.eu/silversmes



Watch SILVER SMEs 4th video!

Business opportunities linked to dependent ageing

In February 2020, SILVER SMEs project partners met in Cork to meet with Silver Economy entrepreneurs & researchers and attend the conference on "Business opportunities linked to dependent ageing"

SILVER SMEs organised its third international conference on February 5 and 6, 2020, in Cork, Ireland. Focused on business opportunities linked to dependent ageing population

Watch the video here [>>>](#)

Read more here [>>>](#)



What does an Age-Friendly rural town look like?

Alongside the 3rd SILVER SMEs conference, project partners had the chance to visit Bandon, a rural town in County Cork. Bandon is facing challenges due to an increasing ageing population, both in town and the surrounding villages.

Read more here [>>>](#)

Fruitful discussions with stakeholders in Lille

In order to share the progress of our SILVER SMEs project, a third stakeholder meeting was held on 21 November 2019 in Eurasanté, Lille – France, to bring together private and public stakeholders working for the Silver Economy.

Read more here [>>>](#)





Courtmacsherry Community Shop

Opened in 2016, a community co-operative convenience shop owned by shareholders which supports local SMEs and the older adults. It is the second of its kind in Ireland.

Read more here [>>>](#)



Coté Feel Good

In September 2018, Movitex-Daxon (a french brand for seniors) launched "Coté Feel Good" to improve seniors' life. It promotes wellbeing for older adults as well as local economy.

Read more here [>>>](#)



Senior-Senior

Senior-Senior is an app made available jointly by an SME and rural municipalities to encourage the exchange of services between elderly persons, including dependent ones.

Read more here [>>>](#)



Our good practices

Project partners have been collecting 50 good practices from all around since a year ago! These inspirational initiatives supporting the Silver Economy in rural areas are now available on our website.

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



SilverEco International Festival

"The festival of ageing well
and the silver economy"

4, 5, 6 & 7 April 2020
Cannes - France
More information
>>> [here](#) <<<



Business Opportunities
linked to seniors tourism

SEPTEMBER
02-03
2020

Dalarna region
Sweden

**SAVE
THE
DATE**

SILVER SMEs' fourth
international conference

"Business Opportunities
linked to silver tourism"

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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