



**Did you know that SILVER SMEs will soon celebrate its third birthday?**

**Discover our results!**

*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 will soon celebrate its third year of activity and partners will start implementing **regional Action Plans** to help their regions coping with ageing. On this occasion, SILVER SMEs organised on April 21<sup>st</sup> April 2021 its mid-term **conference on "Challenges and solutions to cope with ageing in rural Europe: the role of the Silver Economy"**.

The event aimed at presenting the main results of the first three years of the project and at looking to the **future in our rural and mountainous regions**. SILVER SMEs conference gathered more than 100 participants from rural Europe and gave the floor to European and regional policymakers, researchers, and stakeholders. You can find in this newsletter more information about this event.

You can also check out **our results factsheet** to discover at a glance the main outcomes of SILVER SMEs and find inspiration to address the challenge of ageing in rural and mountainous territories!

**Visit our website to learn more about us**

**[www.interregeurope.eu/silversmes](http://www.interregeurope.eu/silversmes)**



### The EU launches an Atlas of Demography

In April 2021, the European Commission launched a new online tool: the Atlas of Demography, which provides detailed knowledge on demographic trends.

Read more here [>>>](#)



### Call for papers on the Silver Economy!

The Hincks Centre for Entrepreneurship Excellence launched a call for paper on the Silver Economy. The deadline was extended to 31st May 2021.

Read more here [>>>](#)



## EU Green Paper on Ageing: SILVER SMEs' contribution

SILVER SMEs contributed to the Commission's consultation to give recommendations on how territories can support the Silver Economy.

Read more here [>>>](#)

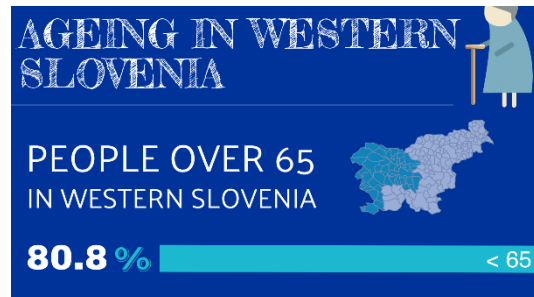
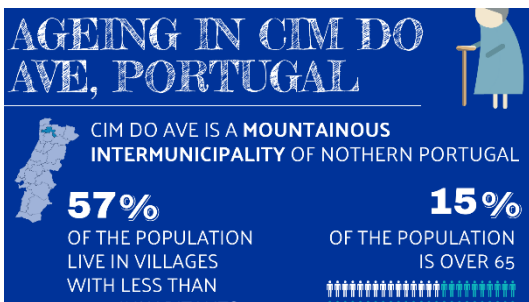


## THE DEMOGRAPHIC LANDSCAPE OF EU TERRITORIES CHALLENGES AND OPPORTUNITIES IN DIVERSELY AGEING REGIONS

## What demographic landscape for rural Europe by 2050?

The Joint Research Centre (JRC) recently published a study "The Demographic Landscape of EU Territories" to look into the challenges faced by ageing regions.

Read more here [>>>](#)



## Investigating the Silver Economy in CIM do Ave

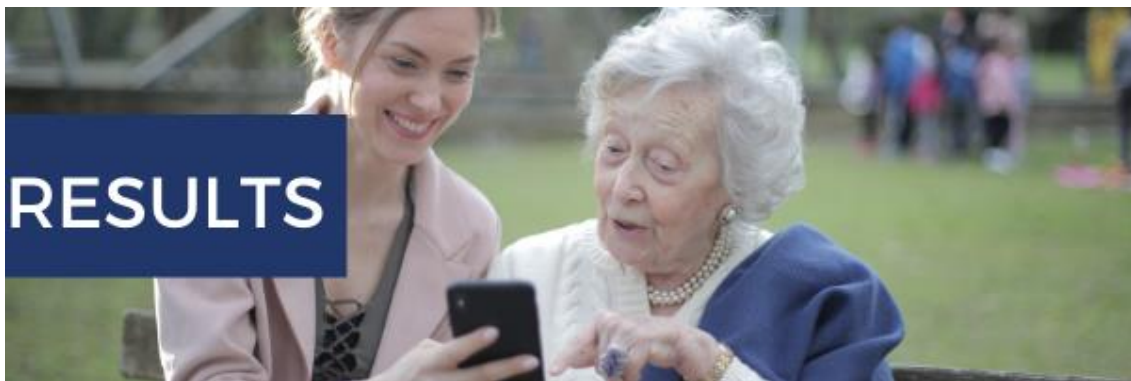
How can CIM do Ave raise awareness on the Silver Economy? What are the existing initiatives targeting the ageing population?

Find out in our [interactive regional infographic!](#)

## Investigating the Silver Economy in Western Slovenia

Can digital innovation boost the development of the Silver Economy in Slovenia? What are the existing initiatives?

Find out in our [interactive regional infographic!](#)



Discover our achievements in our results factsheet!

SILVER SMEs will soon celebrate its third year of activity and publishes its results factsheet presenting at a glance the main outcomes of the project.

From best practices brochures to policy recommendations, regional analyses and videos, you can find in our results factsheet inspiration to cope with ageing in rural and mountainous areas!

Read more here [>>>](#)



### 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.







**Relive our conference on ageing in rural Europe!**

SILVER SMEs held its online mid-term conference on "[Challenges and solutions to cope with ageing in rural Europe: the role of the Silver Economy](#)" on the 21st of April 2021.

The conference aimed at discussing how rural and mountainous areas can address the challenge of demographic change and ageing by supporting SMEs from the Silver Economy.

You can relive the event, re watch speakers' interventions, discover some of our best practices and learn more on the future regional Action Plans designed by partners!

## [Read the event report](#)



*SILVER SMEs held its online mid-term conference on "Challenges and solutions to cope with ageing in rural Europe: the role of the Silver Economy" on 21st April 2021. The event discussed demographic changes in rural territories and showcased inspiring initiatives collected from all over Europe. By giving the floor to European and regional policymakers, SILVER SMEs conference also explored how rural and mountainous areas can cope with ageing through the development of the Silver Economy.*

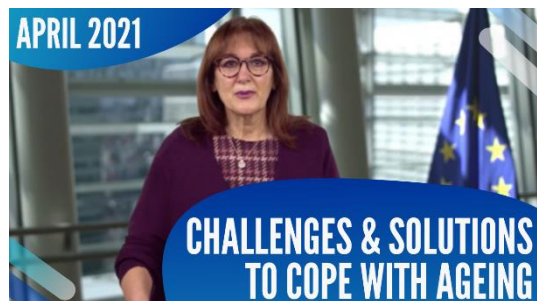
## [Access presentations](#)



## [Watch the event recording on YouTube](#)



## [Watch the video speech of Vice-President Šuica](#)



### How can you get involved?

- 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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TOUCH**



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