



## Did you know that SILVER SMEs is implementing 8 Action Plans to boost the Silver Economy in rural areas?

*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.*

Last April, SILVER SMEs partners met in Burgos (Spain) for their first face-to-face meeting since the outbreak of the COVID-19. This was an occasion for on-site visits of good practices collected in the framework of the project from this rural and mountainous Province. In this newsletter, we share these inspiring stories of rural entrepreneurs from the Silver Economy sector!

Our partners' meeting was also an opportunity to take stock of our progress in implementing our 8 Action Plans to drive change locally. Today, we share with you 2 new Action Plans to show you how the Hincks Centre for Entrepreneurship Excellence (Ireland) and the Society for the development of the province of Burgos (Spain) will boost the development of the Silver Economy sector in their rural territories!

Whether it be through awareness raising, training of enterprises or the creation of dedicated calls for small rural businesses, you will find in these two Action Plans some inspiration to support the development of the Silver Economy in your rural area!

Visit our website to learn more about us  
[www.interregeurope.eu/silversmes](http://www.interregeurope.eu/silversmes)



### Journal Special Issue on the Silver Economy Launched

Dr Aisling ConwayLenihan and Dr Helen McGuirk are guest editors on the recently launched Special Issue Small Enterprises and Silver Economy in the Small Enterprise Research journal. The special issue includes five papers and will be a valuable addition to this nascent topic in the enterprise literature.

Read more here [>>>](#)



### Hincks Centre presents at Rural Voices seminar

Dr Helen McGuirk and Dr Aisling ConwayLenihan of the Hincks Centre for Entrepreneurship Excellence were invited at the National University of Ireland Galway Rural Voices series. They presented on awareness and potential of the Silver Economy for enterprises and society in rural areas.

Read more here [>>>](#)



## A Gusto en Casa: a tailored home care services model

A Gusto En Casa (“Well at home”) is a new project developed in the Castilla y León region, Spain, to help maintaining older adults living at home. Over a three-year period, the aim is to provide support to 100 people. So far, 12 older adults are benefiting from the programme.

Read more here [>>>](#)



## Partners meet the rural Silver Economy actors in Burgos

SILVER SMEs organised its 5th partners meeting in April 2022 in Burgos, Spain. It was an opportunity to take stock of the implementation progress of partners’ Action Plan and to visit on site some of our good practices from the Province of Burgos.

Read more here [>>>](#)



## Burgos Province’s Action Plan boosts Silver Economy SMEs

The Society for the development of the province of Burgos (Spain), explains its Action Plan will drive action and change in its territory. They will promote among businesses the opportunities offered by the Silver Economy and launch a call for funding to support rural entrepreneurs from the sector.

Read more here [>>>](#)



## Southwest Ireland implements its Action Plan

Our partner from the Hincks Centre for Entrepreneurship Excellence (Ireland) details how the measures from its Action Plan can bring change. They are making the Silver Economy a strategic economic priority and provide training to regional enterprises.

Read more here [>>>](#)



## 8 Action Plans to answer the needs of ageing territories

Eager to know more about the Action Plans of SILVER SMEs' partners? Want to know how they will support the Silver Economy in the Hauts-de-France, Lubuskie or South West Ireland regions? All Action Plans are now available in the library section of our website. From tourism to care, Internet of the Things and social entrepreneurship, the 8 Action Plans focus on the key assets of our partners' region.

Get inspired here [>>>](#)



## Discover our achievements in our results factsheet!

Want to learn more on SILVER SMEs' actions? Check out our results factsheet to read more about our activities over the last three years. You can find in our results factsheet inspiration to cope with ageing in rural and mountainous areas through our best practices brochures, regional contexts, policy recommendations for the Silver Economy and videos.

Read more here [>>>](#)

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Save the date! SILVER SMEs will be at the 20th European  
Week of Regions & Cities!  
Session "The rural Silver Economy: the way forward"

13 October 2022 - online

>>> [More information](#) <<<

European Week of Active & Healthy Ageing

18-20 October 2022 in Gdansk, Poland

>>> [Programme & registration](#) <<<



## 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](#) to learn more about our findings
- Follow us on the [social media](#)
- Share this [newsletter](#) with your colleagues



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