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NEWSLETTER



SILVER SMEs

Improving the delivery of regional policies for SMEs competitiveness by building on opportunities arising from the Silver Economy

SILVER SMEs
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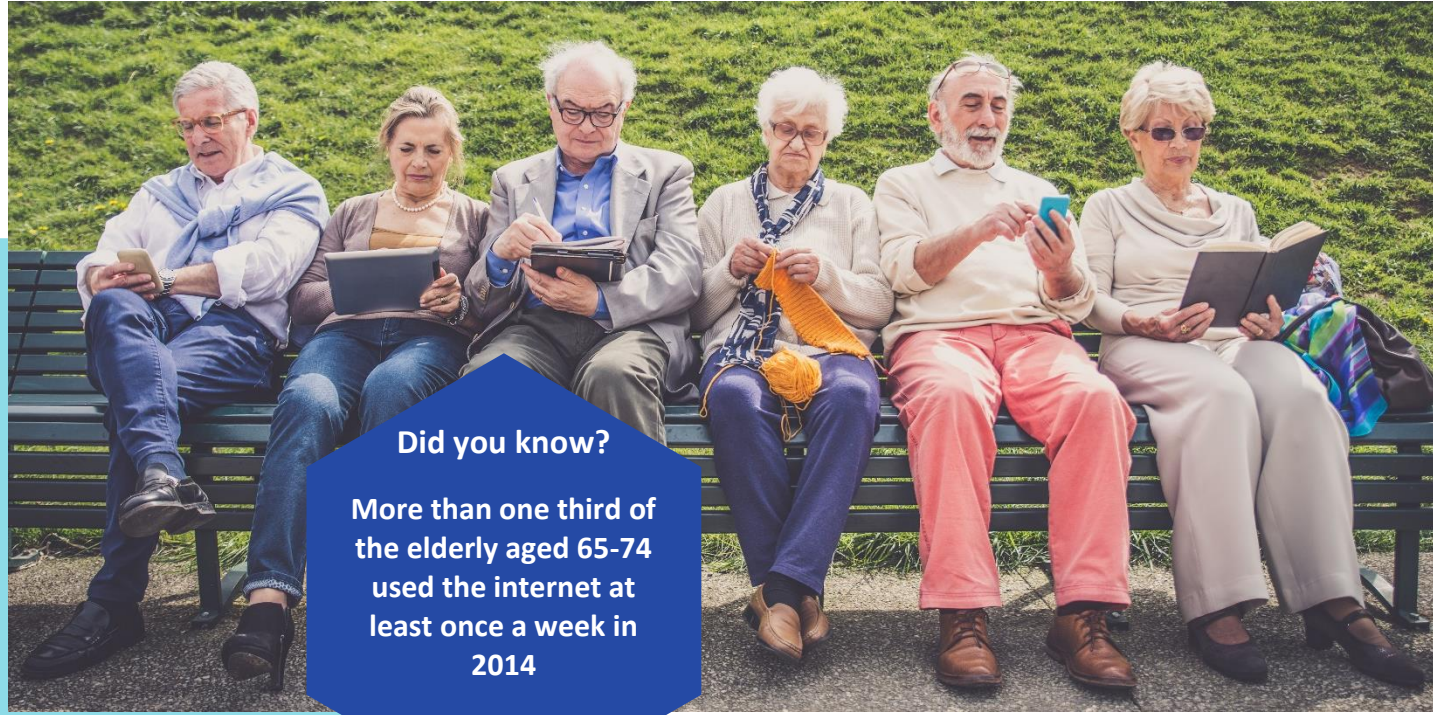
European Union
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Development Fund

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Rationale

The Silver Economy is a rapidly growing market with opportunities for SMEs to create innovative products and services targeting older adults in rural and mountainous areas.

SILVER SMEs can take advantage of the opportunities created in the Silver Economy, foster entrepreneurship spirit and enhance growth in SMEs.



Did you know?

More than one third of the elderly aged 65-74 used the internet at least once a week in 2014

Eurostat, 2015

Project

SILVER SMEs aims to support regional policies in rural and mountainous areas by informing SMEs about the potential to develop new innovative products and services of benefit and joy for a senior population, which would enhance the growth and competitiveness of regions.

Through the development of the Silver Economy and support of SMEs in all stages of their life cycle, our project will bring important job opportunities in sectors of high relevance to the Silver Economy (health, housing, ICT, etc.)

Objectives

- Support regional policies regarding SMEs in rural and mountainous areas
- Encourage entrepreneurship and innovation in the Silver Economy
- Create and exchange knowledge between partner regions
- Collect at least 60 good practices to enhance entrepreneurship in the Silver Economy in rural areas
- Implement Action Plans in the partner regions to test the results of the project

How to get involved?

- [Contact our regional partners](#) to participate in the stakeholder meetings
- [Tell us](#) about your experience and/or about an inspiring example in your region
- Attend our [events](#): local infodays or our interim/final conferences
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