

## >>SEN@ER PARTNER REGIONS



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und Gesundheit

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## COORDINATION AND SECRETARIAT

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# Silver Economy Network of European Regions



A Joint Initiative of European Regions



The Region's  
Development Agency

Yorkshire and the Humber

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Status: November 2009

Initiated by the State of  
North Rhine-Westphalia

### Members:

Extremadura, Gelderland, Limburg, Limousin,  
Mid-East Region, Lower Saxony, North Rhine-Westphalia,  
North West England Region, Yorkshire and the Humber



EUROPEAN  
COMMISSION

## >>SELECTED PROJECT DESCRIPTIONS



### Service Oriented Programmable smArt environments for Older Europeans

Partners from several SEN@ER regions (from Yorkshire, North Rhine-Westphalia and North West England Region) are currently cooperating in the development of independent living systems and services with European funding through the European Commission IST Programme which is part of the Framework Programme 6.

SOPRANO will design and develop highly innovative, context-aware, smart services with natural and comfortable interfaces for older people at affordable cost, meeting requirements of users, family and care providers and significantly extending the time we can live independently in our homes when older. User friendliness and acceptability is top priority for the project - a zero-slope learning curve is to be achieved and interfaces are to „vanish“ into domestic settings. Large-scale viability in real homes will be demonstrated with 600 users to raise public awareness and accelerate AAL (Ambient Assisted

Living) exploitation. The project will run for 40 months and its budget is around 12 million Euros of which 7 million are funded by the Commission. The major industry partner is the Tunstall Group Ltd (United Kingdom) with its headquarters located in the SEN@ER partner region of Yorkshire.

Partners from three SEN@ER regions take part in this project: North Rhine-Westphalia (PROSYST SOFTWARE GMBH, empirica GmbH) the North West England Region (University of Liverpool) and Yorkshire (Tunstall Group Ltd)

Project-Website: <http://www.soprano-ip.org>

## >>SELECTED PROJECT DESCRIPTIONS



### Intercultural Creativity of Seniors. A European Travelling Training Academy

Grundtvig–Learning Partnership (08/2008-07/2010)

InCreaSe will be a travelling training academy for cultural learning and participation of older people in Europe. During the two-year partnership the expert partners will meet in each others' countries to exchange models of good practice in different specialisms. These involve different ethnic groups and generations, 'keyword' approach, volunteering for culture, theatre and media work.

Firstly, the partnership will explore the best methods of reaching seniors to increase their cultural participation - as audiences, producers, ambassadors and volunteer organisers of cultural events. Secondly, the partners will reflect and evaluate the experiences of the workshops and jointly develop a methodology for professional training for working with seniors.

The overall aim is to develop training modules for implementation at a yearly "European Summer School" from 2011 onwards.

Project-Website: <http://www.increase-project.eu>

## >>SEN@ER PARTNER REGIONS

Ministerium für Generationen,  
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## >>BACKGROUND

The European Silver Economy of European Regions initiative regards the ageing of our society not as a threat but rather as a challenge and as an opportunity for regional economic growth and for improving Europe's competitiveness.

To realise this potential, 9 European regions have created the Silver Economy Network of European Regions (**SEN@ER**) to promote the development and marketing of innovative products and services aimed at this new market segment, thereby contributing to regional development and job creation.

The European network includes interested regional and policy actors for the organisation and operation of Special Interest Groups dealing with relevant topics of the Silver Economy.

These topics are:

- Ageing well at home
- Active employment opportunities
- Skills development and lifelong learning
- Regional strategies to prepare for demographic change
- Culture and Ageing.

## >>PARTNER REGIONS

During the **1st European Silver Economy Conference 2005** in Bonn/Germany, the Silver Economy Network of European Regions (SEN@ER) was founded by a group of European regions. The members include the following European partner regions:

- North Rhine-Westphalia (Germany)
- Extremadura (Spain)
- Gelderland (The Netherlands)
- Limburg (The Netherlands)
- Limousin (France)
- Mid-East Region (Ireland)
- Lower Saxony (Germany)
- North West England Region (United Kingdom)
- Yorkshire and the Humber (United Kingdom)

They all signed the **"Bonn Declaration for the Silver Economy"** and agreed on their future work programme for the coming months and years when signing the **"SEN@ER Agreement"**.

Other European regions are invited to participate in the development of the network and to actively contribute to its thematic work.

Further information can be obtained from the network's website: <http://www.silvereconomy-europe.org> or from the persons named under Contact.

## >>NETWORK OBJECTIVES

- Continuously extend and develop the "Silver Economy Network of European Regions" (SEN@ER).
- Organise thematic Special Interest Groups (SIGs) and experience exchange workshops on specific Silver Economy issues.
- Develop transfer mechanisms for the transfer of good practice initiatives and policies between member regions and beyond
- Organise and manage annual European Silver Economy conferences and good-practice competitions.
- Develop policy memoranda, joint communications, actively participate in European consultation processes and attend expert workshops on invitation by the European Commission to define and support Europe-wide policy development in the area of "Silver Economy" and "Ageing".
- Develop and implement European Research & Development activities relating to Silver Economy topics of particular relevance to network partners.
- Develop and carry out pilot and validation projects on Silver Economy services and products relating to the SIG topics with EU funding support.
- Operate a common SEN@ER-Secretariat - which is financed by membership fees from each partner region, provides the network's management structure, and supports the network on organisational and conceptual issues.

## >> BENEFITS FOR REGIONS AND PARTNERS

- Creation of awareness for the new economic and social opportunities of an ageing society in the regions.
- Support for actors in the regions to develop and offer new products and services addressing the Silver Economy market, thereby also creating new jobs.
- Support for and enabling of these actors to exchange experience and establish economic co-operation and network structures within their region and across Europe to more effectively penetrate this newly emerging market.
- Development of joint project proposals for funding by the European Commission programmes and for pilot/validation projects of new Silver Economy services and products.
- Implementation of projects and initiatives meeting specific needs, targeting particular opportunities or fighting important bottlenecks.
- Europe-wide PR for the regions presenting themselves as innovators in a future-oriented market.

### How to join the SEN@ER Network

The **SEN@ER** network is open to further European regions interested in joining. New partner regions will be asked to sign the Bonn Declaration for the Silver Economy and the **SEN@ER** Agreement which can be downloaded here: [www.silvereconomy-europe.org](http://www.silvereconomy-europe.org).

For further information please contact the coordinating region North Rhine-Westphalia: [claus.eppe@mgffi.nrw.de](mailto:claus.eppe@mgffi.nrw.de) or the **SEN@ER** Secretariat: [senwinet@empirica.com](mailto:senwinet@empirica.com).

## >> EUROPEAN SEN@ER PROJECTS

European projects run by **SEN@ER** partners or in which partners from SEN@ER regions are involved and which have been submitted successfully to different European Commission funding programmes and become active projects include the following:

- **AAMEE** - Active Ageing of Migrant Elders across Europe (2008-2009)
- **InCreaSE** - Intercultural Creativity of Seniors. A European Travelling Training Academy (2008-2010)
- **SOPRANO** - Service Oriented Programmable Smart Environments for Older Europeans (2007-2010)
- **CommonWell** - Common Platform Services for Ageing Well in Europe (2008-2010)

- **CULTUREMAP** - Mapping and Evaluating Platforms within the Cultural Sector Stimulating Debate and Cross-border Exchange of Matters Concerning European Culture (2009-2010)
- **INDEPENDENT** - ICT Enabled Service Integration for Independent Living (2010-2012)
- **eSesh** - Saving Energy in Social Housing with ICT (2010-2012)

## >> SELECTED PROJECT DESCRIPTIONS

### AAMEE

#### Active Ageing of Migrant Elders across Europe

The AAMEE project (<http://www.aamee.eu/>) run by SEN@ER partners from North Rhine-Westphalia under the ENEA programme of EG EMPL from 2008 – 2009 focuses on the promotion of active ageing and social, cultural and economic integration of migrant and minority ethnic elders, emphasising volunteer activities and the emergence of new culturally sensitive products and services in the fields of, for instance, housing, care, education, leisure, culture and marketing. This will be done on the basis of a mixture of practical and scientific activities and a variety of approaches.

The project has been launched in response to the impact of demographic change as one of the greatest challenges facing the European Union and a key element to promote economic and social inclusion within the EU. Within the growing group of elders, migrant elders have already become an important new target group. Regarding migrant and minority ethnic elders, this is an important issue which has not really been dealt with and acknowledged in many European countries. Migrant elders have a great deal of potential and competence especially regarding their contribution to society, notably as volunteers, but also as workers and regarding cultural and economic potential.

The AAMEE project focuses on:

- Acknowledging the fact that migrant elders have achieved a great life performance due to their mobility and integration.
- Opportunities provided by broadening the discussion about quality of life to the extent that the target group comprises not just indigenous but also migrant elders.
- The promotion of active and productive ageing and social, cultural and economic integration of migrant elders, emphasising volunteer activities and the emergence of new culturally sensitive products and services in the fields of housing, care, education, leisure, culture and marketing.

The project is running with the financial assistance of the EU Commission in the frame of VP/2007/009 ENEA.