



The Silver Economy Network of European Regions

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Stakeholder dialogue and cooperation for the Silver Generation

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Silver Economy? What is this?

Well known: demographic change

More than 2 billion people aged 65+ by 2050

Well known: demographic change as a threat

Population ageing is a burden on the social system, the labour market, the economy...

Not so well known: demographic change as an opportunity

... for economic growth, increased competitiveness and employment

How so?

By making use of the economic potential of older people: high economic capital; liberty, time and willingness to spend money on high-quality products and services

*"All that is gold does not
glitter..."*



Economic benefits of the Silver Economy

- Large market for new products and services in diverse areas: independent living, tourism, culture, financial services, health and social care,...
- Highest potential for economic growth in comparison to other markets
- Job creation: 100,000 jobs in North Rhine-Westphalia, 900,000 jobs in Germany within 20 years

Societal benefits of the Silver Economy

- Spill-over effect 1: development of new products and services (e.g. ICT-based)
- Spill-over effect 2: main-stream silver products and services at reasonable prices
- Silver Economy vision: increased social inclusion of and improved Quality of Life for older people, employment and job creation in the regions, increase of competitiveness

Products & Services

At the heart of the Silver Economy

Tailored to the demands...

- above-average quality
- good price-performance ratio
- usable
- accessible
- diverse

...of a strongly segmented market.

- different age groups (55+, 65+, 85+,...)
- different social status
- diverse backgrounds, preferences, habits, capabilities

➔ the bus trip example

Product example

MobilAlarm

- location-independent alarm device
- combination of GPS and GSM technology
- Alarm: GSM voice connection to service centre, location via GPS, help send immediately

Cooperation of different stakeholders

- developers
- service providers
- financing parties
- scientific support
- users



Service example

Craftsmen cooperation „Accessible Living Environment“

- many craftsmen from different crafts working together (carpenter, tiler, electrician, painter,...)
- one goal: building accessible living environments for older and disabled people
- each bringing his own, tailor-made silver product or service

Customer benefits

- one face to the customer
- no bother with coordination
- high-quality products and services from skilled craftsmen



What SEN@ER does...and how

Bringing together the different stakeholders in the regions

- policy makers
- umbrella organisations: chambers of commerce, chambers of handicrafts
- businesses

A network of European regions

- started with 11 partner regions from 7 EU countries, led by the region of North Rhine-Westphalia ... new members welcome
- approx. another 10 regions consider joining
- regular meetings
- best-practice exchange
- thematic Special Interest Groups
- conferences: Silver Economy in Europe 2005, 2006, 2007,...

Coordination needed

In policy

- Linking of existing activities in the regions, on national and EU level
- Shaping of the political debate on ageing, social inclusion, e-inclusion,...

In research

- Linking of existing research activities, like the EU's Framework Programme, national programmes, private-sector R&D
- Bringing together knowledge from different corners of the research community
- Identify (and fill) gaps

In product and service development and deployment

- Open up funding opportunities
- Linking R&D and market deployment
- Focus on SMEs
- Building critical strength through co-operation

*"All that is gold does not
glitter..."*



Some critical remarks to take home...

- Looking askance at our vision? Please do!
- Not the solution to all problems ... but one aspect
- A limited scope: wealthy people, younger old

But ...

We keep up our vision

...

and our hard work!



**Thank you very much
for your attention!**

**<http://www.silvereconomy-europe.org>
<http://www.silvereconomy2006.nl>**

SEN@ER is an initiative led by the Ministry for Generations, Family,
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