



silver economy

“ New business possibilities and innovative service/product concepts based on the future needs of ageing population”

SILVER ECONOMY is a project focused on developing, promoting and disseminating strategies to face new challenges related to ageing population, especially regarding to technology services for wellbeing and health monitoring such as robotic assistance, electrical mobility or health sports, including health tourism and green care.

During two years (July, 2011-June, 2013), the project was focused on approaching the new technology advances to the ageing community, strengthening the interregional collaboration by developing a community network and identifying key business opportunities in these fields which cover the elderly needs.

In this sense, the information collected during the Silver Economy development will be used to understand the current elderly situation related to the project topics in order to **plan future activities**. Some of them could be materialized seeking the following example

- **Promoting the benefits of the internet among the seniors in Hungary**
From the participant regions, the seniors of North Hungary are the least users of internet, so it could be a good idea to introduce benefits and ways to get the usage of internet would be affordable to them. It is important for seniors to use the Web Universe because the most of telemedicine and home care solutions are based on them.

● **Promoting health improvement and disease prevention through sport opportunities for the elderly**

The results of the survey have shown that with the exception of the seniors from Finland, the least frequent health improvement activity is related to the sport. However in every region the choice to take part in guided sport activities was a popular answer. The majority of the survey respondents claim that they knew there were sport opportunities for them, although they did not take part. So it would be necessary to promote different activities focused on helping the seniors to understand the benefits associated with a more active life.

● **Market positioning: electrical mobility and robotic assistance.**

In general, there is not enough information across the regions about electrical mobility solutions and also some of the people thought that current products were too expensive. So, companies with these kinds of products could carry out advertising activities in order to achieve both market positioning (including products explanation and the reason of these prices), and increasing awareness of users.

● **New design concepts for developers of smart home**

Based on the collected information (showing the real needs and preferences of the surveyed seniors), and taking advantage of the latest results of other AAL European projects, the designers of intelligent homes should consider these data to complement or refine their design patterns in order to fit the needs of the elderly

● **Promoting “health tourism” across regions**

Thanks to the collected information it will be possible to create a new network of health tourism across regions based on offering customized health packs, covering “healthy” places, medical checks and sport activities.

● **Global assistance service**

Some of the assistance needs for the elderly are related to homework based on installing and starting new equipment and fixing broken things (plumbing, electricity, etc.). For this reason, entities capable to carry out some (all) of this services adapted to the elderly needs and under only one contact point (phone number) could be a new alternative to offer.

RECOMMENDATIONS

Moreover, one of the specific objectives of the project was focused on assisting the local authorities on the definition and/or implementation of strategies in order to give response to the demographic change. In this sense, all the activities carried out during the project (in particular, the survey analysis) provide to the consortium valuable information needed to articulate the **recommendations** shown below.

•**Transfer of knowledge.** In general, elders in every region did not have enough information related to the project topics or they had misconceptions about it. In addition, some companies & entrepreneurs could have a good opportunity with the elderly market but either they are too busy in their daily tasks, or they do not have information about it, For this reason could be interesting to carry out:

- Promotion and dissemination activities in both of ways, the elderly and companies. In this sense, it would be possible to increase the general awareness of an interested market niche such as the elderly.
- Developing vocational trainings and guidance for entrepreneurs: present/future, potential business reorientation, etc.

•**Smart cities.** Considering the current trends of the technological advancement it is strongly recommended for the local authorities to prepare for the impending needs of integration of the ambient assisted intelligent systems. The most of these systems are separated at the moment, but the technologies to make them interoperable are ready to be applied.

Poland



WOJEWÓDZTWO
WIELKOPOLSKIE



Hungary



Finland



Hämeen liitto
Regional Council of Häme



Spain



PRODINTEC
FACTORY OF THE FUTURE

View this problem from the social aspect, the local urban or regional authorities should act first and propose a common platform designated to make all the involved services and systems available to the elderly living in the region or in the city. The first step might be for the authorities to create the terms and conditions of a city or regional wide free internet access, with a suitable bandwidth.

•**Senior benefits.** The acquisition of equipment, development of sport activities (including transportation to the sites) or grants to healthy holidays have been some of the potential lines susceptible to have senior benefits. In this sense, the general incomes for the elderly have not been very high and the benefits of the products and sports reported will be a good reason to pull this kind of initiatives.

•**Policy by ages:** It is necessary to create a coherent program takes into account three types of policies: preparing for old age, to the “third age” and to the “fourth age”. The needs and expectations of people over 50 years of age will be possible if it takes a consistent policy towards retirement-oriented change in the image quality and living conditions during this period. Policy towards the “third age” should be addressed to people who are in the early stages of old age. Should include projects related to the development of social, cultural, educational and health of people who are in the transition to retirement and immediately after retirement. Policy towards the “fourth age” should be oriented to the longest possible maintenance activity oldest person in the place of residence, including projects such as “lunch on wheels” and home health services, social work organization in homes and environmental social centers, etc.