

**CHALLENGES & SOLUTIONS TO COPE  
WITH AGEING IN RURAL EUROPE**

**THE ROLE OF THE SILVER ECONOMY**

**SAVE THE DATE!**

21 April 2021  
09:45 - 13:00  
Online

**SILVER SMEs**  
Interreg Europe

European Union  
European Regional  
Development Fund

[www.interreurope.eu/silversmes/](http://www.interreurope.eu/silversmes/)

By 2070, 30% of Europe's population will be aged 65 and over, which is 10% more than today. Rural and mountainous areas are particularly affected by this **demographic change** and need to develop living environments that meet the needs of older people.

**SILVER SMEs** is an Interreg Europe project (2018-2023) that aims to support regional policies in rural and mountainous areas by enlightening the **potential for SMEs to develop innovative products and services** of benefit and joy for a senior population and for growth and competitiveness in rural regions.

What are the impacts of ageing in rural and mountain areas? How can the **Silver Economy** help addressing the needs of rural older adults? SILVER SMEs' mid-term conference will discuss demographic changes in rural territories and showcase **inspiring initiatives** collected from all over Europe.

At a time when the European Commission is investigating the challenges of ageing and when a new programming period is starting, SILVER SMEs' event will also explore **how European and regional policies can cope with the challenges of ageing in rural regions**. In particular, the conference will look at how EU initiatives can help to build more dynamic rural communities and boost economic sectors that improve the quality of life in these areas. By providing examples of policy actions that support business creation, the event will also explore how regional policies can further contribute to the development of the Silver Economy and the well-being of their ageing population.