THE SILVER ECONOMY: THE CHALLENGE OF AN INCREASING ELDER POPULATION
As in other social facts, there is no consensus on the concept of ‘silver economy’ (SE)

Different approaches and contents in policy papers and publications

EU ‘official’ definition: ‘the economic opportunities arising from the public and consumer expenditure related to population ageing and the specific needs of the population over 50’

Research approach: ‘all types of goods and services for older adults and an ageing population, including those fostered by the elderly as a non-paid basis’

Other close words and concepts: silver market, solidarity economy, ...
Public policies in different areas that value the older population as a consumer and generator of an economy around innovation, based on some proven evidences:

- older population as a heterogeneous group in its demographic and economic features

- personal autonomy and empowerment as drivers for social and economic development

- increase, in general, in their purchasing power

- access to private health services, according to their economic capacity

- need to mobilize economic sectors and employment to meet their consumption demands
Some relevant policy initiatives

- new markets (i.e. housing and environments for Independent living, senior tourism,...)
- long-term care systems for a social protection
- sustainability of health and social care systems
- new skills and entrepreneurship
- smart specialisation at regional scale on active ageing
- stakeholder-driven innovation by the EU (funding) research schemes (EIPonAHA, AAL,JPI-MYBL,...)
- Collaborative research on societal challenges (SC1. Health, demographic change and wellbeing)
There is a wide range of cross-cutting economic activities (products and services) FOR the elderly (personal healthcare, community services, housing and residential issues, leisure time, ICT, training, ...) .... which could be also ‘provided‘ BY the elderly as social agents .... if some conditions apply to overcome its economic view:

a) ... alliances among actors (including State) are set up for a better diagnosis of the ageing challenge

b) ... capacities of individuals are valued for an active ageing

c) ... social innovation processes are promoted

d) ... social capital structures are considered (non-strictly economic) public goods

e) ... leisure time as social resource in collaborative social networks

f) ... training on ICT to shape personal healthcare and care systems
LESSONS TO BE LEARNT FROM EU INITIATIVES

- Review of MOPACT Social Innovations databases

About the project | Research fields | Publications

Innovations by research field

Here you will find quick links to all of the social innovations organised by MOPACT research field.

- Active/Healthy Ageing as an Asset
- Built and Technological Environment
- Enhancing Active Citizenship
- Extending Working Lives
- Health and Well-being
- Pension Systems, Savings and Financial Education
LESSONS TO BE LEARNT FROM EU INITIATIVES

EIPonAHA Repository of Practices

Euskadi Lagunkoia (Age-Friendly Basque Country)

Euskadi Lagunkoia is a cross-cutting initiative engaging citizens, public and private sectors to create enabling environments for older people. Launched by the Ministry for Employment and Social Policies with Matia Institute, it works with 40 towns and cities to develop a network of age-friendly communities and facilitate the exchange of good practices, combat ageism; enable autonomy and support Healthy Ageing in all policies. Euskadi Lagunkoia is a proactive strategy to make living spaces more age-friendly, without physical obstacles and barriers. Goals: • Tapping the potential of seniors in villages and cities as welfare generators. • Promote community participation processes. • Create a Network of friendly initiatives. • Facilitate changes in the environments to improve quality of life.

Background

Geographical scope: Regional level
Region involved: Paia Vasco
Countries involved: Spain

Download information:
- practical_guide_to_implement_and_use_in_municipalities.pdf
- diagnostico_euskadi_v11.pdf

Organisation

Organisation name: Ministry for Employment and Social Policies with Matia Institute*
Organisation address: Matia Institute C/ Orense 6 Planta 13 Puerta 1A 28020 Madrid Spain...
Kind of organisation: Research centre

DETAILS

19/04/2017
Initiative status: On-going
Initiative URL: http://euskadilaagunkoia.net/es/
Total budget: €100.00 - €499,999

Contact person: Elena del Barrio
Contact email: elena.barrio@matiainstituto.net

VIABILITY CRITERIA

★★★★ Time to deployment
★★★★ Investment
★★★★ Evidence
★★★★ Maturity
★★★★ Impact
★★★★ Transferability
LESSONS TO BE LEARNT FROM EU INITIATIVES

From the older people’s view (AGE Platform)

The voice of older persons at EU level

Good practice - Introduction

This section presents examples of good practice in diverse areas of interest to older people and the work of AGE Platform Europe. The objective is to collect interesting initiatives and promote the exchange of ideas and experiences within the European Union.

If you wish to share a project or an initiative that has proved to be successful and worth disseminating more widely, please contact: Anne Mélard, Information and Communication Officer, anne.melard@age-platform.eu

Intergenerational Solidarity
Employment and Active Ageing
Accessibility
Health
Dignified Ageing
Social Protection / Social Inclusion
Social Innovation
TO CONCLUDE FOR A DEBATE

- A common ‘definition’ of SE is needed?

- Is the EU SE policy model the unique standard to follow?

- Are older individuals and society performing an active role in SE? Could this role be fostered?

- Are there identifiable conditions for the elderly to play a central role in SE?

- Are there experiences/practices to follow in order to gain insights for the SE in the future?