



Faced with the challenges of an ageing population in western society, the SILVERSUDOE project offers the SME's in the south-west region of Europe support in developing products and services in the seniors market.



The Silver Economy in southwest Europe

THE AGEING POPULATION OF EUROPE

Europe is seeing its population become older with the potential for economic problems due to a population that could be a drain on resources. If we look at the projected old age dependency ratio (No. of persons over 65 as a % of those between 15 and 64) we see dramatic changes predicted by 2050.

	2010	2030	2050
FR	25.66	39.06	45.48
ES	24.69	35.52	56.91
PT	26.7	37.85	55.62

Old age dependency ratio

WHY IS THIS HAPPENING?

One reason is that people are living longer. On a global basis life expectancy at birth has increased by 20 years since 1950. Although in part reflective of a declining infant mortality rate, this figure has more to do with increasing life expectancy at

older ages. Today, European men at age 60 can expect to live for an additional 17 years and women can expect another 22 years of life. Another aspect influencing the population statistics are fertility rate. These have fallen throughout much of Europe. For example in 1970 European women on average gave birth to 2.16 children each, a rate that today has dropped to 1.38. In individual countries the drop is even more pronounced: Poland has fallen from 2.25 to 1.26; Italy, from 2.33 to 1.23 and Spain, from 2.86 to 1.15.

WHAT DOES IT MEAN?

The European working-age population will fall as its ageing population grows and this reduction within the normal active age range, along with the increase in the senior sections of populations are making governments (including France, Portugal and Spain) realise that in order to maintain an active economy, the senior age range must remain part of the economic activity.

By 2050, the number of people of working age (defined as 15 to 64-years-old) in Europe will plummet by approximately 130 million. The post-war generation is reaching retirement age. Babies born in the post-World War II boom reach retire-



Seniors Market

Understanding the target group and their needs...

1. Disposable income and willingness to pay
150 euros is the estimated price by seniors for a technological solution to support life at home - 40 euros is the amount that 61% are willing to pay. (source, senior strategic 2010)

2. Health
The health of a person dictates the activity levels, but also can set out clearly the demands thus focusing the immediate needs in the medical and health sector.

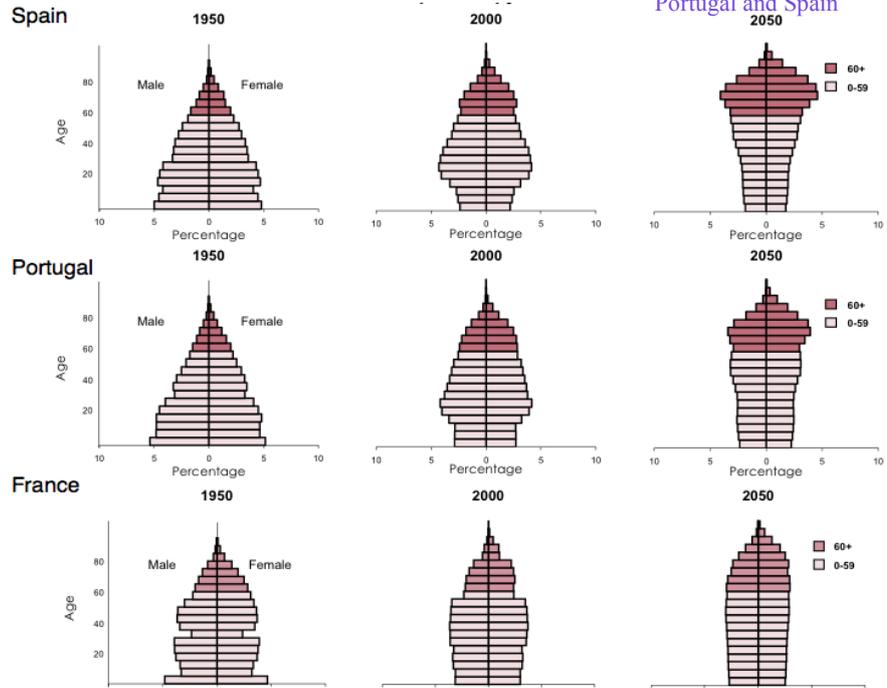
3. Freetime
Senior citizens often continue to work past retirement age to keep themselves busy, or can be occupied with looking after grandchildren.

Case study : Japan

The AEON chain of supermarkets in Japan remodeled their stores for older customers and saw an increase in sales of 25% over the previous year. Aeon is trying to attract citizens and the elderly in its stores and more young consumers and families. As part of its focus on the elderly, Aeon offers a wide variety of deli items in individual portions and assorted sashimi, as well as clothing. It also uses large lettering on its retail shelves and easier access for the elderly.



Population pyramids from France, Portugal and Spain



ment age over the next 30 years. The ratio of workers to pensioners, currently at 5:1, will be cut by more than half. With fewer workers per pensioner, existing pension funds will be severely strained. Under most state-administered pension systems, the pensions of those who have retired are paid by those still working. As the number of workers per pensioner decreases, the sustainability of current pension systems diminishes. In Italy in 2000, public pensions consumed as much as 15% of annual GDP. In Austria, France, the Netherlands and Germany, the figures were between 13% and 14%. As the size of Europe's ageing population grows in coming decades, public expenditure on pension benefits may be pushed to even higher levels. To sustain strained pension systems, Europe's elderly may need to work longer. To maintain current retirement benefits whilst holding tax levels constant for the young, retirement ages across Europe would have to rise. By 2030 in France and Italy, retirement would need to start at 73 and 74 respectively, compared to an average of 58 in each of these countries today. Like pensions, national healthcare systems will be strained, though to a lesser degree. According to OECD projections, an ageing European population could cause public expenditure on health and long-term care to rise from 6% of GDP today to 9% in 2040

What is all too often seen as a sign of disaster can instead become a driver of economic growth and fiscal sustainability (Business and Industry Advisory Committee to OECD, Sept 2012)

Recent studies and efforts by governments, (e.g. Japan that is seen as the leader in dealing with this problem) have

shown that with efforts to change attitudes, policies and regulations it is possible to develop the silver economy. The silver economy is simply the common term used to describe the market economy for the older age groups in our populations, for our purposes, the 50-70 year old age group. The development of economic activity may not seem a problem up to 65 as people are working and often in senior positions, but from retirement their disposable income is much reduced. Around 70 years old, people become less active and more dependent on the state, requiring more resources than they can provide. Of course these parameters on people's lives are guidelines as people over 70 can still be active and even those less active can be a potential market when handled considerably.

WHY TARGET THE SENIOR MARKET?

Until the eighties, the elderly were considered to be a relatively low-income consumer group, whose consumer habits were therefore also not examined in detail. This view has changed considerably since then. Perhaps it should be called the silver consumer boom to understand the interest. Numerous new studies confirm the trend that the income situation of the older generation has on the whole markedly improved within the last years. At €420 billion in Europe, the market for the Silver Economy is the beginning of an important development. In France a recent study estimated that 53% of economic demand in 2015 will be from the aged (Source CRE-

DOC). In Germany there is an estimated purchasing power of 316 Billion Euros (RKW Magazine No. 4/2008). Ingo Meyer from the Silver Economy Network of European regions talks of the highest potential for economic growth in comparison to other markets. Quoting recent studies from Germany it is highlighted that predicted impacts on job creation could be as much as 100,000 jobs in North Rhine- Westphalia, 900,000 jobs in Germany within 20 years. The Silver Economy is an opportunity for companies to become European and world leaders. But the time is now to develop this sector and be competitive.

Of course, the group of the elderly is heterogeneous in this respect: Some older people are still economically active while others have already withdrawn from working life. On the one hand, most of the 50-to 59- year-olds live in family households or still have to support children; on the other hand, at an advanced age, the majority of people live in two-person or single households. This highlights that targeting the senior market is not a simple process. Considering all the potential of this growing market, the Silver Economy is something that businesses should take seriously.

CHANGING PERCEPTIONS

Often the first step in developing the silver economy is recognising that older people are major contributors to their regional and local economies as consumers of products and users of services. Senior populations are not living in a parallel world but the same one that we all grow and evolve within. One striking aspect is that this generation is the first one to ‘accompany’ their par-

ents into old age. They more aware of increased longevity and becoming better prepared to old age. Relevant services and products include those which relate to health and dependency; improve quality of life (e.g. travel, leisure, education, social activities); and involve a ‘design-for-all’ approach (e.g. vehicles, ICT hardware and software). The development of the Silver Economy can also have more broad-ranging societal benefits through development of new products and services (e.g. ICT-based) and main-stream ‘silver’ products and services at reasonable prices. Enhancing older people’s role as consumers and service users should be made a priority and ways of achieving this include giving older people a stronger voice in the design of services and products and raising awareness amongst public and private sector providers. A related issue is protecting older people from unscrupulous companies or service providers who sell them products they do not need or cannot use.

There are numerous case studies available from around the world where companies have specifically targeted the senior market in the development of their products and services. One example for a product taken from the Silver Economy Network of Europe (source Ingo Meyer SEN@ER project) is the ‘MobilAlarm’ that provides a location-independent alarm device using a combination of GPS and GSM technology. Using an alarm it sends a GSM voice connection to service centre, location via GPS to send help immediately. It involved cooperation of different stakeholders, developers, service providers, financing parties, scientific support and the users. Another example of the growing importance of the silver econ-

omy is the growth of the Innovative Solution Association for independence and age-focused technology. (ASIPAG, FR) Its objective is to group together and represent the constructors and manufacturers of technology to provide independent living for old people, developing such technologies in an ethical and socially responsible manner towards the population of France.

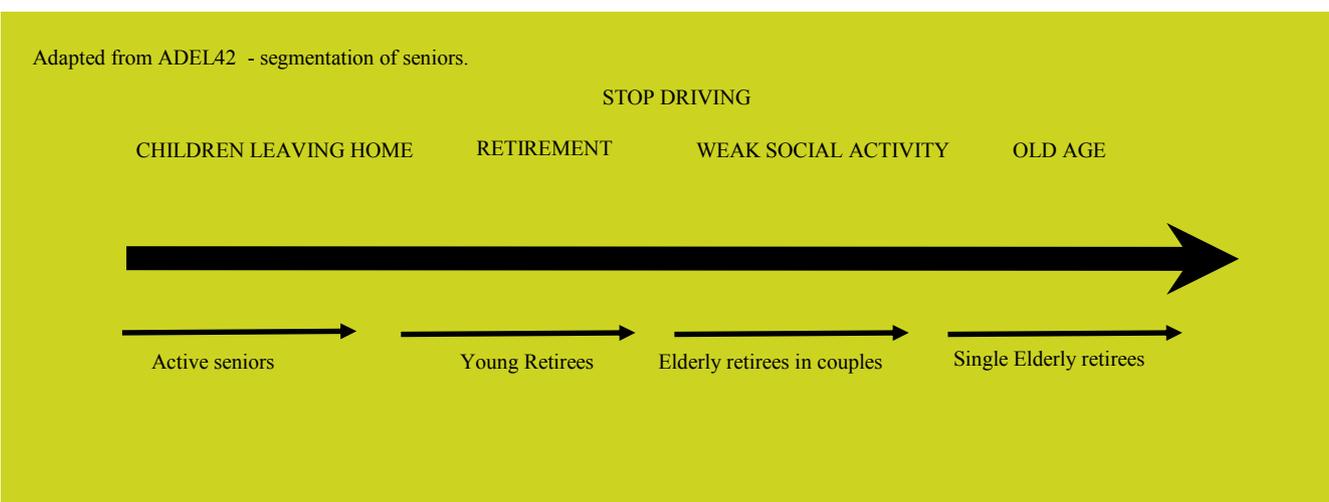
mes, Link Care Services, Mem-X, Solem Electronique et Vivago. In 2009 the members of ASIPAG counted over 600,000 products and technologies commercialized and a combined turnover of 31m euros, of which 5m were exports.

WHO ARE THEY?

Market segmentation is an important aspect of understanding what is the seniors market and the silver economy. Segmentation can be done according to age, where the elderly population are grouped in four segments

- 50-59 years old: often still active and at the height of their career, but little time available
- 60-74 years old: Out of debt, they are in the golden age of disposable income, often retired they invest in their freetime and voluntary actions
- 75-84 years old: Their ability and desire to spend are diminishing and the start to have their first signs of loss of autonomy.
- 85+: Higher proportion of people are dependant and have a loss of autonomy. Revenues and activity are much reduced.

But it can also be segmented according



Agents		methods
Central Government	Rules of professionals and service organizations . National planning , ie the prioritization of the development of social action . Make funds available for demonstrations and trials , and long-term finance social benefits	Central Government. Legislate to create regulatory agencies (including inspection and closing) and powers that can be developed in whole or in part to lower levels of government, professional bodies or independent agencies . Form commissions surveys to reach a consensus on new priorities , technically feasible and financially affordable . Promoting priority objectives through grants , subsidies and , less often , detention of goods and managed by the state .
Local government officials and state	Local government officials and top-down State Papers (Central Government to Local) . Papers bottom-up (Local Government to Central)	Creation of agencies to implement policies of the Central Government , adapted to local circumstances. Synthesize the priorities of the social action of local people , businesses and nonprofit organizations , and influence the Government to take measures in response .
Professionals and their associations , such as medical societies , associations of owners of nursing homes provide adequate and appropriate treatment, care and support.	Self-regulation of professional standards . Set of study and basic requirements for accreditation , technical and updated programs	Establish standards of competence and quality control procedures in order to identify the incompetence and negligence
For-profit companies	provide social goods and services , from housing to surgery. Create new services , proving its profitability.	Create efficient systems to deliver goods and reliable , effective and appropriate services . To unprofitable services of proven social value , determine responsibility with the public sector and nonprofit organizations to establish a system for efficient delivery
Nonprofit organizations , including religious and charitable organizations	Develop services that respond to unmet needs (gaps) . Challenge the lack of efficiency and ethics in the provision of social services .	Through its entrepreneurial capacity and advocacy , improving the range and quality of service delivery . Through innovative design , demonstrate that the gaps can be filled and obliquities may be removed. Raise philanthropic funds , professional effort and selfless contributions . Persuade for-profit companies to invest in new areas , Persuade governments to legislate or adopt new priorities through legislation or funding
Consumers , or the population	Reveal the priorities of the social action of the population through the expense and selection of service options and evaluative comments and expressions of needs and aspirations .	Provide feedback to providers of existing services , through political channels and media . Demonstrate , through decisions on spending , demand for specific products and services , such as specialized housing, vehicles monitored displacement , medicines available (without prescription)
Scientists and researchers .	develop new products and services , such as pharmaceuticals , prostheses (eg artificial hips) and assistive technology	Demand for science and technology programs . Persuade philanthropic and public bodies to support new priorities .

to stages in life. The diagram (??) on page 2 shows the general life stages that influence the characteristics of elderly people. The table with the Focus on France adds to these groupings the types of expenditure and lifestyle associated that it basis for finding a means of communicating and marketing strategy. Adel42 in its report on the segmentation of seniors talks about three overarching values that define the seniors market: Tradition, modernism and fragility. These values along with an understanding of the age group

and stages of life can support companies and industry to target the Silver Economy.

FOCUS PORTUGAL

1 - KEY FIGURES

People aged over 50 years are now over 4 million in Portugal, more than 39% of the national population. Life expectancy at birth in Portugal is 80.3 years for women and 73.5 for men and it is expected that by 2050, the elderly

population will increase by 1% per year. The total number of people aged over 60 will have increased 40% over 2050; the population over 75 years will have increased by 80%. Complicating this is the the geographical distribution characterized by an ageing population predominantly in coastal departments that highlights that the issue is not homogeneous across Portugal. The impact on the economy is pronounced with persons over 64 years having a 24 % risk of poverty. Projections from the European Commission estimate that the total

% expenditure in Portugal

age group	Domestic	Personal care	Financial help	Mobility	Health Care	Leisure
55-64	17,75%	10,19%	19,89%	13,66%	16,16%	23,26%
65-74	15,62%	12,96%	21,51%	13,86%	19,84%	21,19%
75-84	24,24%	22,96%	29,30%	25,74%	23,20%	22,74%
85 and +	42,39%	53,89%	29,30%	46,73%	40,80%	32,82%

public expenditure related to ageing in Portugal will increase drastically in the period 2007-2060, a change in the order of 3.4 percentage points of GDP. Portugal is predicted to record a variation in public pension expenditure between 2007 and 2060 of 2.1 percentage points of GDP. Regarding the change in public expenditure on health care it is 1.9 percentage points of the GDP. The projection for public expenditure on education in Portugal by 2060 is predicted to be a decrease of 0.3 percentage point of GDP. However, investment in human capital, creating incentives for lifelong learning and a focus on quality of training will be crucial for increasing the productivity of the future.

2 - Targeting the seniors market in Portugal

The elderly population is the most affected by poverty. The phenomenon of poverty among the elderly is distributed throughout the country, particularly more relevant in rural areas, but not

exclusively, it still remains an issue for territories in the main urban areas of the country. The analysis of the main requirements that affect the population in Portugal indicates that the problem lies at the level of housing, particularly in terms of maintenance and repair. However, other requirements are also highlighted as household chores (cleaning houses), recreation (lack of social spaces), mobility (accessibility), and personal care (hygiene and health). Although the population of 55 years or more is heterogeneous group as mentioned previously, with a multitude of vulnerabilities and needs, they remain the most vulnerable segment of society. It should be noted that there are sections of the population who are particularly vulnerable and often focused within the elderly generations. The very old (85+), poor people (average monthly income less than or equal to 300 € , living below the poverty line) , people living alone, women and those living in areas predominantly urban . These vulnerabilities through arise

through housing issues, their economic profile, family relationships, the dependency on aid, health and leisure equipment utilization. It is within these issues that the main actors in the provision of services and the development of social services focus their target to older people in Portugal .

FOCUS FRANCE

1 - KEY FIGURES

In France there are more than 20 Million people over the age of 50; more than 30% of the total population. They hold over 45% of the purchasing power at the national level, with a calculated total of 132 Billion euros. The over 60's are calculated to hold 60% of the private wealth. When projected to 2050, they over 50's will increase by 75%, whereas the under 20's are expected to rise by only 1%. According to the Social Research Centre (CREDOC) the seniors market will provide 45% of the total demand within various markets, 64% for

	Active	Young retired	Retired in couples	Old age single persons
REVENUE PER YEAR AND GROUP	37 564 €	26 318 €	32 447 €	17 308 €
CONSUMPTION PER YEAR AND GROUP	37 564 €	24 213 €	23 334 €	13 054 €
SAVINGS	37 564 €	8%	28%	25%
TYPES OF EXPENDITURE	Transport ++ Food + Communication + Clothing + Leisure+ Housing- Energy -	Food + Tourism+ Culture + Transport + Clothing + Home +	Food ++ Housnig+ Health + Insurance+ clothing - leisure- Communication - Transport -	housing++ homehelp ++ Assurances + health - leisure - Clothing- Home - Transport -
CHARACTERISTICS	First signs of ageing	Need to construct new identify	Diminishing use of products and services due to lack of offers suitable	Solitude – takes little on charge
PERSPECTIVES	Significant increase in coming 10 years	Similar level maintained	Significant increase if offer is well adapted	Strong potential for expenditures to be neglected

“experienced” well-being

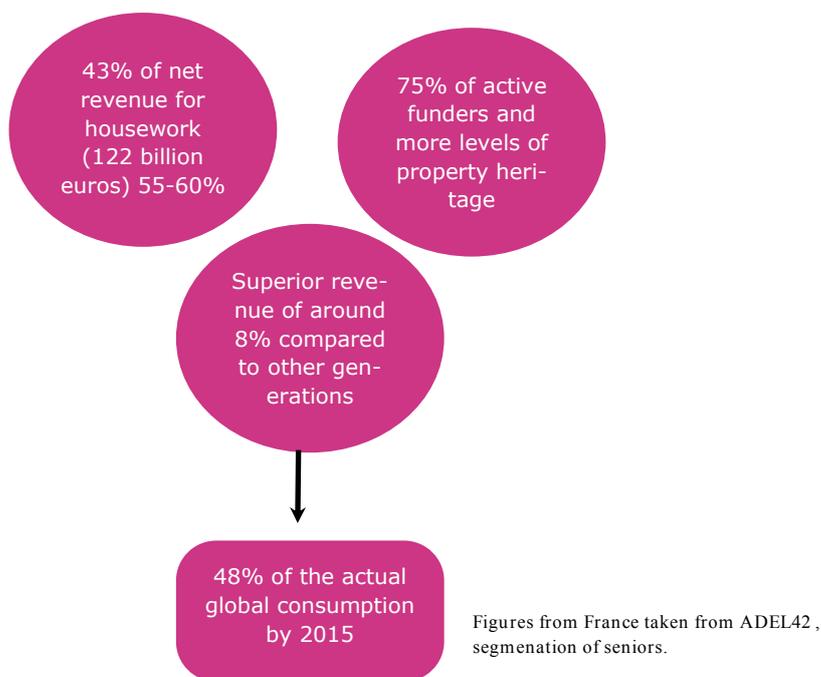
A new report sponsored by the National Institute on Aging at NIH and the U.K. Economic and Social Research Council and produced by the National Research Council investigated “experienced” well-being – the self-reported levels of contentment, stress, frustration, and other feelings people experience throughout the day and while performing different activities.

The report, “Subjective Well-Being: Measuring Happiness, Suffering, and Other Dimensions of Experience,” was issued December 4, 2013, by the National Research Council of the National Academies and emphasized the importance of gathering survey data on the particular measure of experienced well-being, which includes feeling happy and secure, as well as misery and suffering.

Such data would be useful in informing specific actions and policy decisions intended to improve the living and working conditions of different population groups, including children or older adults, and could help in developing specific policies and practices relating to end-of-life care, commuting, child custody laws, city planning, patients undergoing medical treatment, among others.



Photo from NIH, US



health by 2015, 60% for food, 58% for equipment, 57% for leisure, 56% for insurance. It is the seniors that assure a large part of the markets in France.

In 2013 the French Minister for Industrial Recovery along with the Minister for Ageing and Autonomy launched the Silver Economy Industrial Network. This network proposed a series of actions to tackle the issue of an ageing population and the risk of a stagnating economy, in particular the network proposed the development of a national strategy, supported and diversified by regional activities and strategies. Three regions were to be proposed as pilot regions and quickly to be followed by the launching of the first service labeled as ‘silver economy’.

2. Targeting the seniors market in France

Discussions in France have talked about developing products and services for the seniors market taking into account three criteria; health, free-time and purchasing power. By considering these issues, companies will have a better change to develop products successfully. Contrary to common thought, the seniors market is made up of a majority of healthy and autonomous people. 73% of the over 85’s are in good health and independent. It is only 6% of the over 50’s that are in a dependant state. Work has been undertaken to provide a better understanding of the seniors market and with the subsequent segmentation of the market,

companies have a more precise idea of the silver economy. These segmentations have been identified by various research published by experts in the field such as Senior Strategic, CREDOC, Senior Agency, Serge Guérin. Three approaches too segmentation have been maintained: based on the age, the values and the stages in life. (see table...)

3. Examples from the Silver Economy in France



The ‘Melo’ is music therapy tool in the form of a juke-box, That allows users to listen to over 2000 songs from within its data-

base. Through choosing well know songs or ones forgotten, the users work on their memory and have the pleasure of listening to their old time favorites at the same time. Hospitals and retirement homes across France, Switzerland and Belgium have started to install the Borne Melo that is commercialized by Onze Plus.

The Project ICARE is a consortium of partners from a range of areas interested in the elderly including socio-medical and industry. Led by one of its industrial partners, Legrand, the project aims to maintain the autonomy of people at their homes as they become older. This unique demonstration project will test applications over 24 months across 2000 homes in 4 departments in France (Corrèze, Creuse, Haute-Vienne and Loire-et-Cher)

FOCUS SPAIN

1 - Key Figures

In Spain the ageing process resulting from ever longer life spans has been particularly rapid, to the extent that the number of people aged over 65 has doubled in the space of less than 30 years. This process has been accentuated by the country's low birth rate over the past few decades. The birth rate in Spain began to fall in the mid-1970s. Thus, whereas in 1975 the average number of children per woman of childbearing age was 3, today it is barely 1.2

The share of the population aged 65+ to currently stands at 17%, equal to over 7 million people (Instituto Nacional de Estadística-INE, 2008), of whom approximately 25% are aged over eighty. Furthermore, the projections by the Spanish National Statistics Office (INE) suggest the over-65s will make up more than 30% of the population by 2050 (almost 13 million people) and the number of over-eighties will exceed 4 million, thus representing more than 30% of the total adult population.

International foresight studies have produced even more pessimistic estimates and the United Nations projects that Spain will be the world's oldest country in 2050, with 40% of its population aged over 60. (Population Ageing and Development 2009: www.unpopulation.org). According to DESA of the UN there were 39 million people in Spain in 2000. This figure is expected to rise to 37 million in 2025 but decline to 31 million by 2050. It is currently the case that the over 60's in Spain constitute

over 25% of the population in Spain and based on population pyramids and the growth of the senior section of the population, a great change is waited for 2030. It will be at this moment when the baby boomers enter the stage of maturity. By 2050, over half the population will be in the 60-90 age groups.

2. Targeting the seniors market in Spain

In Spain the seniors market already comprises 41% of the food consumption budget. The Instituto Nacional Estadística (INE) published figures for 2012 that show the elderly population have a higher than average spending. (See table) One of the factors that can influence notably the intergenerational changes of consumption is the formation(training). According to a recent report from AECOC, homes where the principal provider has advanced studies can spend between 10 % and 67 % more than average. The CREATOR INTERREG IVC project published a guide on the Silver Economy and from the Asturias Region in Spain a survey on the needs and desires of the senior population noted that they felt well treated by the society. Respected, dependent, important and sociable are the most important answers and they are usually visited by friends and family more than twice in a week. Their activities are usually focused on leisure, help in rearing grandchildren and exercising. In this sense, they agreed with the activities for senior in their municipally, where sports, cultural activities and cooking are the most important alternatives offered. Nevertheless, they have a different feeling related to their free time. In that moment, they are more

CALENDAR OF EVENTS

Awareness raising events across Europe

Limousin region
6th February to 31st March

Call for proposals

depending on each country, but based around the following dates

15 mars - Publication

30 Mars - Cloture

International events

International Seminar "Health and Well Being"

Limoges 15th April
Maison de la Region, 27,
boulevard de la Corderie
87031 LIMOGES CEDEX 1

Silver economy and Nutrition, organized by CEC, Coimbra, Portugal.

Silver Economy and the Home, organized by PRODINTEC, Oviedo, Spain



Organic Supermarket in Toulouse—Source Wikimedia Olybrius

Communicating with seniors

There are several important moments after the age of 50 that can provide opportunities to communicate and sell products and services;

Early retirement
39% of 50 year olds are still working

Retirement
59 years on average

Birth of grandchildren
and we all know that the grand parents spoil their grandchildren.

Divorce/remarriage
second or third time round one hopes that they got it right this time or perhaps they are taking a leaf out of Elizabeth Taylors book?

Child Marriage
The average cost of a wedding is continually heading up and up

Change in health
medical costs and the change in the state of mind can provide opportunities if handled carefully.

Second career
new working professions and developing new ideas are often areas for investment.



interested in travelling, watching TV and meeting friends. Related to their daily helps with external assistance, they do not feel necessary this kind of help. These answers are related to how they define their physical condition because of they think that this condition is well or more or less well. In fact, they are interested or very interested in health improvement activities where regular walks, work activities and diet are the issues with higher impact and free regular health checks or health tourism (travels to spas, journeys to countryside for enjoying nature etc.) are the health services that they would like to use. Related to internet activities, 68 % of senior are using internet by self or helping by others (friends, family, etc.

3. Example from the Silver Economy in Spain

Eldertoy: Asturias, Spain.
Social robotics is focused on the field of the interaction and communication between robots and humans, mainly in the case of assistant, information and companion robots. Thus children, elderly and ill people are the main target of developments. In this sense ELDERTOY is a project funded by the EC (FEDER) and the Spanish Government (MICINN) focused on building a technological toy for elderly people, able to offer both recreational and support functions. Coordinated by TREELOGIC based in Asturias region, the project is seeking to look into elderly needs in order to create a project that fits into their desires and criteria.

SILVER SUDOE PROJECT AND ITS PARTNERS CAN HELP YOU...

To deliver solutions for the senior market, be they products or services, they should consider the following issues - It should be helpful, simplify life and provide a sense of security. The silver SUDOE project will run an awareness raising campaign in each partner country, and from this campaign there will be an open competition for companies to work with local partner organisations in detailed workshops to develop ideas to target the silver economy.

The campaign aims to highlighting evidence and the specific needs of consumers and users in the senior market. Solutions to the problems of aging, whether they are products or services have the potential to be a development area for an innovative company. As a guideline the product or service to seniors should:

- Provide a service ;
- Simplify their lives ;
- Provide security.



This INTERREG project is looking at three specific areas where the seniors market can be targeted and developed. These are:

HEALTH AND WELL-BEING

On this subject, the work by the CREATOR project highlighted some issues through its survey of Elderly people in numerous regions of Europe. The interest in health improvement in general were in general above average with only the results from the north-Hungarian region slightly neutral in this subject. The respondents from Häme in Finland were in the best physical condition followed by the elders of Wielkopolska, Poland. (According to their own opinion), but the seniors in the other regions were in good or above average condition too. Except the Finnish seniors, the least frequent health improvement activity is related to the sport. Moreover, almost every respondent signed more than one health improvement activity, where the regular medical checks was the most frequent answer from the Polish seniors, while in Asturias the regular walks has proven to be the most popular activity. In Hungary and Finland regular home activities were selected as majority option followed closely by the regular medical checks. Finally, the health tourism and the free regular health checks were the most desirable services what they want to use likely, and the willingness to participate in health related lectures and the guided sport activities were popular in all regions except in Spain. In general, elders are interested in their health and they want to improve it. In this sense, they feel in good health but note that they would like to improve it with two main activities: health tourism and free medical checks. In this sense, all kind of companies able to offer both of options will have a potential market in the regions of the consortium. Additionally, the structured and guide sport activities are considered by elderly as an

important issue. For this reason, a mix pack where health tourism will be completed with guide sport activities and medical checks will be an interesting alternative for companies.

NUTRITION

The World Health Authority have considered the role of nutrition within an ageing population and consider that preventing and reducing the burden of disabilities, chronic disease and premature mortality are an important part of delivering nutrition to elderly population, including reducing the risk factors associated with non-communicable diseases and functional decline as individual age, while increasing factors that protect health. It is important that governments and agencies dealing with nutrition enact policies and strategies that provide a continuum of care for people with chronic illness or disabilities and providing training and education to formal and informal carers. The aim is to enable people as they age to maintain their contribution to economic development, to activity in the formal and informal sectors, and to their communities and families. The process of ageing affects nutrient needs, for example, while requirements for some nutrients may be reduced, some data suggest that requirements for other essential nutrients may in fact rise in later life. There is thus an urgent need to review current recommended daily nutrient allowances for this group. There is also an increasing demand

worldwide for WHO guidelines which competent national authorities can use to address the nutritional needs of their growing elderly populations. Many of the diseases suffered by older persons are the result of dietary factors, some of which have been operating since infancy. These factors are then compounded by changes that naturally occur with the ageing process.

THE HOME

Again taking the analysis from the CREATOR project, It is clear that many elderly people want to stay in their homes for the longer and maintain independence. The CREATOR survey brought out issues relating to lack of recognition of dependency and varying states of this. Often there were confusions about wishes and reality, thus demanding a clear support and understanding of recognized assistance needs, of which there are a high variety. What this suggests, however is a global need for services based on the home, such as installing and starting new home equipment and reparations. Catherine Murray-Howard from Community Integrated Care argued in the Guardian newspaper argued that residential and nursing care homes should be considered an option when a person chooses it or when it becomes untenable for them to remain independent at home. Thus support and services should be aimed at making this transition from independence to dependence as smooth

as possible and something the Community Intergrated Care have set out as part of the companies 5 year strategic plan. The ICARE project as discussed previously is all about developing products and services that assist in maintaining autonomy. <http://www.projet-icare.fr/>

From these thematic areas the Silver Sudoe partners promote further development within business in the participating regions. The first task is to raise awareness on these issues and opportunities and in each region will be a series of open workshops targeting over 600 companies in the South-West region of Europe. This will be accompanied with International conferences where topics will be discussed in detail, with academic and business experts to allow you to develop your knowledge within the fields listed above. 15th April 2014 in Limoges, France will see the subject of health and well being presented in detail with chance to exhibit your company, listen to expert presentations and take part in business workshops. For more information please contact the Limousin Chamber of Commerce and Industry s.midgley@limousin.cci.fr.

Table: Estimated Average Requirements (EARs) for energy in groups of men and women aged 60 years and over (Food and Health Innovation service UK) Nutrition and the Ageing Population A Review of Current Policy and Science September 2012

Age	EAR MJ (kcal)/d Males	EAR MJ (kcal)/d Females
60-64	9.93 (2380)	7.99 (1900)
65-74	9.71 (2330)	7.96 (1900)
75+	8.77 (2100)	7.61 (1810)



Each regional organisation will also launch a call of interest to receive business development support for organisations wishing to take an active part in the Silver Sudoe initiative. Within each partners region of the SILVER SUDOE project there is a regional representative with whom you should get in contact to express your interest and get further details of how to enter the competition.



Wikimedia –Nevit Dilmens

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