



ABOUT AGE FRIENDLY ECONOMY

Age Friendly Economy is an EU Erasmus+ project bringing together partners in the UK, Ireland, Spain, Poland and Denmark.

As Europeans live longer and have fewer children, the proportion of elderly citizens will increase while the proportion of working-aged citizens will fall. This demographic evolution presents a challenge to our societies and our public finances that we need to prepare for. This project supports individuals and businesses to develop entrepreneurial, innovation and digital skills to create new products and services demanded by the silver economy. Through this project we will deliver the following in four regions across Europe:



Work Based Learning Toolkit

A series of resources to guide the effective integration of work-based for SMEs in their regions.



Digital Technology for SME's

Free online training to help SME's respond to the specific needs of the over 50's market.



Product Innovation Bootcamp

A 2 day bootcamp in 4 countries to enhance the innovation of age friendly products and services.



Collaborative Learning Platform

Connect with others and help make your company, product and local economy more age friendly.

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PRODUCT INNOVATION

BOOTCAMP

Lisburn & Castlereagh City Council (LCCC) have now completed their Age Friendly Product/Service innovation boot-camps in Lisburn. The intensive two-day boot-camp training exercise took place on 5th and 12th April with 15 small businesses from N. Ireland taking part.

NORTHERN IRELAND/UK: LISBURN & CASTLEREAGH COUNCIL. LCCC were delighted to have Eamonn Donaghy, Chief Executive of Age Sector Platform present on the first day to give an overview of the needs, interests and trends concerning the older generation of Northern Ireland. The participants were given an insight into the valuable work carried out by the Age Sector Platform, the workings of the Northern Ireland Pensioners Parliament and their current campaigns. The two days training activities were designed to be intensive and to give businesses an opportunity to rethink their product/Service offering from the perspective of an older customer. Day 1 included sessions on trends in the Silver economy, Ideas generation and Digital Marketing. On Day 2 the content included each participant working on a bespoke commercialisation plan for their business under the expert guidance of our trainers Martina Crawford and Frank McGlone. The day ended on a high with three guest speakers who have been successfully servicing the needs of older customers and seizing the golden opportunities presented by the silver economy. These were Lynne McCabe from Lisnacurran House, Ken Callaghan from Ignite IT and Deepak Samson from Connected Care.



PICTURED- LCCC- IRISH BOOTCAMP

Other bootcamp celebrated has been held by Ageing lab Foundation in Jaen, Spain. The intensive two-day boot-camp training exercise took place on 4th and 5th April with 20 participants, among them, businesses from Spain was taking part, and future entrepreneurs providing excellent ideas to deliver innovation products for ageing.

SPAIN: AGEING SOCIAL LAB. FAL were delighted to have Andres Rodriguez, Chief Executive of Macrosad present on the first day to give an overview of the needs and trends related to the older generation and the Silver Economy in Spain and our region of Andalusia. The second day started on a high with three guest speakers who have been successfully holding the needs of older customers and taking advantages of the golden opportunities presented by the silver economy. These were Consuelo Gamarro from Gofamiling, who highlighted the importance of leisure and tourism to encourage active aging. Constanza Ludacamo who underlined that Negative attitudes about aging and discrimination against the elderly can affect their health and Emilio Jose Checa Rodriguez from Stimulus who showed how technology aligns with the age-friendly economy.

The second day ended involving each participant on developing a bespoke commercialisation plan for their business under the expert guidance of our trainers represented by “Public Foudation of Andalusia Emprende”, Employment, Training and Autonomous Work Counseling of Andalusia Junta.



PICTURED- FAL – SPAIN BOOTCAMP

Local Enterprise Office Louth have now completed their Age Friendly Product/Service innovation boot-camps in Creative Spark, Dundalk. The intensive two-day boot-camp training exercise took place on 26th and 27th April with 18 small businesses from County Louth and the wider region.

IRELAND: LOCAL ENTERPRISE OFFICE LOUTH/ LOUTH COUNTY COUNCIL. The Local Enterprise Office ran its **Product and Service Innovation Bootcamp** on April 26th and 27th in Creative Spark, Dundalk. 18 businesses participated and were able to benefit from the expert guidance of a range of guest speakers such as Philip Hogan of *Cliffrun Media* and Peter Mangan of *the Freebird Club* on their experience of innovating products and services for the Silver Economy. Furthermore, participants were able to benefit in several ways;

- Get an increased understanding of the needs, opportunities and trends represented by the older consumer
- Inform them about innovative idea generation and development techniques
- Create a bespoke Commercialisation Action Plan taking product/ service to market
- Provide guidance on financial supports and marketing techniques specific to this sector
- Let you network with other Silver Spend focused businesses
- Provide insights from guest speakers operating in the Silver sector

Participants in the Age Friendly Bootcamp developed individual commercialisation action plans and will receive customized one to one mentoring sessions from experts in the field of marketing to help them further develop their respective products and services with the ultimate aim of bringing them to market.



Pictured: Louth County Council Bootcamp

DIGITAL TECHNOLOGY FOR SME'S

Available now the free online training to help SME's respond to the specific needs of the over 50's market
<http://agefriendlyeconomy.eu/>

This course will help to equip SMEs (specifically those who have an interest in creating products for the older generation) with a practical set of Digital Marketing Tools which will help them to grow their online sales and expand their market reach.

In today's competitive market businesses need to be reliable, trustworthy, but you also need to be seen and heard!

Effectively marketing your organisation and services can seem like a daunting task. Our useful guides, will give helpful tips and tricks for making this mountain of a job a little bit more manageable.

Effective marketing starts with communication, internal communication as well as how you communicate your "brand" to your audience. It is important to have an easy and effective way to digitally communicate with your team, no matter how big or small. Follow our short guides to some of the top tools for communication and take the first steps to becoming an expert!



GET INVOLVED.. REGISTER NOW TO KNOW MORE ABOUT BOOTCAMPS AND OUR FREE COURSE

Our Age Friendly Collaborative Learning and Knowledge Exchange Platform - <http://agefriendlyeconomy.eu/> is designed to promote ongoing knowledge exchange (both online and mobile) among SME's and their staff, business advisors and education providers. Developed by our Irish partners, Feltech Software Innovations, our platform is a hub of learning and interaction. The platform is designed to encourage all stakeholders to develop closer relationships, share information and engage in our 'communities of learning'. Joining the Platform is free and easy, simply register on <http://agefriendlyeconomy.eu/register/>

The screenshot shows the homepage of the Age Friendly Economy EU website. At the top, there is a navigation menu with links for Home, Community, Training, Groups/Forum, Blog, Get in touch, and About Us. A search bar is located on the right side of the menu. Below the navigation, the main header features the logo for AGE FRIENDLY ECONOMY. EU, which includes a stylized lightbulb icon and the tagline 'FUTURE OPPORTUNITIES FOR SMES'. To the right of the logo is a 'Hello Guest' section with a 'LOG IN or SIGN UP' button. Below this are several navigation buttons: COMMUNITY, TRAINING, GROUPS/FORUM, BLOG, ACTIVITY, and ABOUT US. The main content area is titled 'Home' and features a section titled 'About Age Friendly Economy'. This section includes a sub-heading 'Age Friendly Economy is an EU Erasmus+ project bringing together partners in the UK, Ireland, Spain, Poland and Denmark.' and a paragraph of text: 'This project supports individuals and businesses to develop entrepreneurial, innovation and digital skills to create new products and services demanded by the silver economy. Our online community, learning resources and training events will connect you to expert knowledge and advice. Ready to get started? The first step is to join on our online community of SME's entrepreneurs, business advisors and education providers.' Below this text is an orange 'Register here' button. To the right of the text is a video player with a play button and the title 'European Economy Explained - Going further together - The a...'. At the bottom of the page, there is a paragraph of text: 'There is widespread recognition of the aging European population and as active regions already acknowledging this changing and growing market we have built an experienced project team to approach this opportunity for our regions incorporating multiple perspectives. As Europeans live longer and have fewer children, the proportion of elderly citizens will increase while the proportion of working-aged citizens will fall. This demographic evolution presents a challenge to our societies and our public finances that we need to prepare for.'



NEXT PARTNER MEETINGS

Building a project through EU transnational partnership

Our next transnational meeting will be celebrated in Jaen, Spain, on 6 and 7th of June, follow this future event in our Facebook page <https://www.facebook.com/AgeFriendlyEconomy/>

www.agefriendlyeconomy.eu