




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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STAKEHOLDER MEETINGS HELD ACROSS EUROPE

Spotlight on Age-Friendly Stakeholder Meetings held in Jaen, Spain and Lisburn /Castlereagh, UK.

SPAIN: AGEING LAB FOUNDATION (ESP) is a foundation which specialises in the research on the ageing process and educating people about ageing. Based in Jaen, Spain they brought together fifteen regional stakeholders, SMEs, teachers and trainers, involved in vocational education and training, to review the skills needed by SMEs and those who train them on how to create new products or services that improve the life of older people.

With a focus on work-based learning as a tool for innovation in the sector, the attendees analyzed the silver economy and aging in Spain and our Region. A key conclusion of the meeting was to bring the learning of digital skills to the elderly to improve their quality of life in their work environment.



Other stakeholder meetings have been held by Louth County Council/Local Enterprise Office, Ireland who are leading the development of the Work Based Learning Toolkit and in Szczecin, Poland by the Northern Chamber of Commerce who are leading the development of the Product Innovation Bootcamps.

PICTURED- Irish stakeholder meeting, Louth

NORTHERN IRELAND/UK: LISBURN & CASTLEREAGH COUNCIL Economic Development Unit works to develop the region as a prime location for business growth and start-up. They have a strong interest in the 'Silver Economy'. On March 15th, stakeholders came together to focus on analysis of the economy, aging in Lisburn /Castlereagh and work based learning as a tool for innovation in the sector.

The workshop was very informative and helped to identify successful companies working in this space, the skills to be developed and many ideas for innovative products and services needed in this sector. The dynamic at the group meeting was very positive and provided a great deal of momentum to bring the project forward.



The Work Based Learning Toolkit will be available on the learning portal early in 2019 – check out

<http://agefriendlyeconomy.eu/courses/work-based-learning-toolkit/>



GET INVOLVED .. REGISTER NOW FOR OUR SOON TO BE RELEASED FREE RESOURCES

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 with 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 a 'Register here' button. To the right of the text is a video player with the title 'European Economy Explained - Going further together - The a...'. Below the video player, 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.' and another paragraph: '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.'

Once registered, you become a member of the Age Friendly Economy Community. Some of the key benefits..

- **Engagement and Interaction on Groups/Forums** - <http://agefriendlyeconomy.eu/groups>
In our Age Friendly Collaboration Platform, groups facilitate peer learning and discussion. Anyone can view the discussions and forums but only registered members can join in and create group chats and forum topics. Four groups have been set up to begin with, these are:



<p>Education Providers: If you are a Vocational Education Training Provider (business development offices, enterprise agencies, colleges, non-profit associations, local governments) this group is for you.</p>	<p>SME Owners: Join this group if you are an Entrepreneur or Business Owner interested in developing products or services for the Silver Economy? Rapid demographic ageing is not only a major societal challenge but also a major opportunity for new jobs and growth. The “Silver Economy” (i.e. those aged 50+) is estimated to be worth 6.6 trillion Euros per year, making it the 3rd largest economy in the world.</p>	<p>Business Advisors: Your role as business advisor requires you to be up to speed with the latest trends, opportunities and innovations across a range of sectors. As Europeans live longer and have fewer children, the proportion of elderly citizens will increase while the proportion of working-aged citizens will fall. What does this mean for SME’s and your role in supporting them? Seek advice and share your thoughts with other business advisors here.</p>	<p>Silver Surfers: This group is for Silver surfers i.e individuals over the age of 50 who utilize the internet on a consistent basis. This Age Friendly Economy project is designed to create products and services for your age demographic, in this forum, you can have your say and engage with some of the businesses and entrepreneurs designing these products. Have a need for particular product, someone here could help!</p>
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Once members have joined a group (or multiple groups) they can engage in peer-to-peer interaction via:

- Group Chat
- Group Forum facilitates topic based knowledge exchange
- **Age Friendly Online Community - <http://agefriendlyeconomy.eu/members>**
The Age Friendly Online Community is a place to see and get to know all the members of the Platform.
- **Activity and Interaction on the Platform – <http://agefriendlyeconomy.eu/activity/>**
The platform is designed to be very interactive. Clicking on the Activity tab – you can get a view of all the action, discussion and engagement across the platform.

PARTNER MEETINGS

Building a project through EU transnational partnership

<p>Meeting 1 16-17 November 2017 Lisburn-Castlereagh, UK</p>	<p>Meeting 2 22-23 March 2018, Dundalk, Ireland</p>	<p>Meeting 3 24– 25 October 2018, Szczecin, Poland</p>	<p>Meeting 4 30- 31st January 2019 Galway, Ireland</p>	<p>Meeting 5 + Final Showcase Event 6-7th June 2019, Jaen, Spain</p>
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