

SENIOR ENTERPRISE

EXPERIENCE NEVER AGES

Launch Conference

Druids Glen Resort Hotel Wicklow

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MID-EAST REGIONAL AUTHORITY

- 8 Regional Authorities established 1994
- To coordinate public services
- Prepare Regional Planning Guidelines, Regional Economic & Social Strategie
- Monitor implementation of EU (ERDF) funding in regions



MID-EAST REGIONAL AUTHORITY

- As a NUTS III Region, Regional Authorities have contact opportunities with other similar EU Regions
- Can initiate cooperation projects, join networks, apply for assistance from various EU funding programmes under ERDF & ESF (INTERREG, LIFE, LEONARDO, GRUNDTVIG)



SEN@ER NETWORK

- Established by Lead Partner North Rhine Westphalia in 2005 at first International Conference in Bonn
- Objective is to create awareness for new economic and social opportunities of an ageing society in EU
- Support for actors to develop and offer new products, services and ways of engaging with this emerging very important cohort of those aged 50+
- Establishing economic cooperation and network structures to reach this emerging market



SEN@ER NETWORK

- Develop and implement joint project proposals for European Commission Funding and pilot validation projects
- Implementing projects which:
 - Meet specific needs
 - Target particular opportunities
 - Fighting important bottlenecks
- Ensure wide P.R. for regions presenting themselves as innovators in a future-oriented market



PARTNER REGIONS

- North Rhine Westphalia (Germany) (Lead)
- Extremadura (Spain)
- Gelderland (Netherlands)
- Limburg (Netherlands)
- Limousin (France)
- Mid-East Region (Ireland)
- Lower Saxony (Germany)
- North West England (UK)
- Yorkshire & Humber (UK)

Signed “Bonn Declaration for the Silver Economy”

Now 13 Regions representing 12% of EU population



EUROPEAN SEN@ER PROJECTS

- **AAMEE** - Active Ageing of Migrant Elders Across - Europe (2008-2009)
- **INCREASE** - International Creativity of Seniors, a European Travelling Training Academy (2008-2010)
- **SOPRANO** - Service Oriented Programme Smart Environment for Older Europeans (2007 – 2010)
- **COMMONWELL** – Common Platform Services for Ageing Well in Europe (2008-2010)



EUROPEAN SEN@ER PROJECTS

- **CULTUREMAP** – Mapping and Evaluating Platforms within Cultural Sector (2009-2010)
- **INDEPENDENT** – ICT Enabled Service Integration for Independent Living
- **EESH** – Saving Energy in social Housing with ICT (2010 – 2012)



SPECIAL INTEREST GROUPS

- Deal thematically with relevant topics
- Lead by a Partner Region supported by industries, service providers, administrations, NGO's etc.
- Share experiences, discuss case studies and develop project proposals
- Three formed and active



SPECIAL INTEREST GROUPS

Active Employment Opportunities

- Lead Partner: Mid-East Regional Authority, Ireland
- Senior Enterprise Initiative

Ageing Well at Home

- Lead Partner: North Rhine Westphalia
- Focus on Independent Living and Domotics
- Outdoor Fitness Equipment (Mid-East)

Culture and Ageing

- Lead Partner: North Rhine Westphalia
 - Coordinated by “Centre for Arts, Culture in Later Life, Germany
- www.age-culture.net



ACTIVE EMPLOYMENT OPPORTUNITIES

Group considered :

- How best to increase the economic contribution of people over 50
- The realities of demographic change and the implications of the age shift now underway
- How to motivate a whole cohort of people to increase economic activity, create jobs and improve competitiveness



MOVING AWAY FROM “THE JOB”

- Various EU Initiatives concentrate on keeping older people in employment for longer
- Some progress in providing “*jobs*” for over 50’s
- But is this what this cohort really want?



HOW TO CAPTURE THE SKILLS AND EXPERIENCE OF THE “BABY BOOMERS”

- We are moving into an “*Individual Choice Economy*” both as consumers and as participating workers
- New options to allow flexibility in how you work, I.T. offers huge choice in location, time, connectivity, skills sharing



ENGAGEMENT WITH ENTERPRISE

- Traditionally “Entrepreneur” is seen as a young, enthusiastic risk taker, not afraid to try out a business idea
- Not the only means of engagement for those aged 50+ with enterprise
- Need to broaden the horizons and offer a range of choices in which people can participate in a way that suits their circumstances
- Senior Enterprise was developed to meet this clearly identified need



**The Mid East Regional Authority
welcomes the opportunity to provide
a lead to turn the concept of Senior
Enterprise into a reality.**



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