



# SENIOR ENTERPRISE: THE FUTURE CHALLENGES

4TH DECEMBER 2013, EUROPEAN PARLIAMENT, BRUSSELS

You are cordially invited to a seminar hosted by Alain Cadec MEP (EPP Group, France) starting at 3.30pm on Wednesday 4 December in **EU Parliament - Brussels - Room PHS7C050** to learn more about Senior Enterprise and the means by which it has turned a demographic challenge into a demographic dividend through encouraging a greater engagement with enterprise by those aged 50 and over.

Senior Enterprise is a transnational initiative, led by the Mid-East Regional Authority in Ireland, with partners The Prince's Initiative for Mature Enterprise (PRIME) in the UK and inno TSD in Brittany, France. The initiative is supported by the EU through INTERREG IVB North West Europe.

Since the launch of Senior Enterprise three years ago

- A successful campaign has been implemented to raise awareness of the various ways in which those aged 50+ can engage with enterprise and the many benefits that can flow from that engagement.
- Over 1,000 new businesses have been created in Ireland, France and the UK by individuals aged 50+ who have received support from Senior Enterprise.

At the event **Joanna Drake, Director, DG Enterprise** will set the context by setting out the challenge posed by an ageing population in Europe and the latent potential which exists among those aged 50 and over to engage to a greater extent with enterprise.

Role Models from each of the three countries will share their stories of how they set up their own business after the age of 50, with the support from Senior Enterprise. They will participate in a round table discussion about the particular challenges and opportunities they faced when they decided to become a Senior Entrepreneur.

A roundtable discussion with key representatives about the future challenges associated with unleashing the enterprise potential of those aged 50+ will follow.

Those attending include:

- **Michael Cashman** MEP (Socialist & Democrats, UK)
- **Alastair Clegg**, CEO, PRIME, UK Partner
- **Joanna Drake**, Director, DG Enterprise
- **Dr. David Halabisky**, OECD, co-author of a policy brief on Senior Entrepreneurship
- **Jim Higgins** MEP (EPP Group, Ireland)

The merits of Senior Enterprise have been recognised in the 2020 Entrepreneurship Action Plan published in January 2013 by the EU Commission. The Plan states "Europe could take inspiration from programmes such as Senior Enterprise". The initiative has also been recognised by the OECD. Senior Enterprise has also been shortlisted for an award in the *investing in skills* category of the European Enterprise Promotion Awards 2013.

**If you would like to join us and we hope that you will, please contact Mr David Caradec [d.caradec@inno-group.com](mailto:d.caradec@inno-group.com) to confirm your attendance. For those who do not already have security clearance for the European Parliament Building, please contact David to confirm your attendance before Wednesday, 20<sup>th</sup> November 2013 and he will make the necessary arrangements.**

People will be welcomed by the MEP's assistants at the Altiero Spinelli entrance of the European Parliament, Place du Luxembourg at 14:45.

## AGENDA

<b>15:30</b>	<b>Introduction:</b> Alain Cadec MEP (EPP Group, France) and John Byrne, Director, Senior Enterprise
<b>15:40</b>	<b>The role of Senior Entrepreneurship:</b> Joanna Drake, Director, DG Enterprise
<b>16:00</b>	<b>The Impact of Senior Enterprise</b> Paula Fitzsimons, Project Coordinator, Senior Enterprise
<b>16:20</b>	<b>Round table : Three success stories</b> (Entrepreneurs supported by Senior Enterprise in the 3 countries) • Sylvie Le Vraux, Enfance Conseil, France • Tim Hulse, EcoVert Solutions, UK • Teresa Jordan, Interview Excellence, Ireland
<b>16:40</b>	<b>Round table: Future challenges for Senior Entrepreneurship</b> - facilitated by Marc Pattinson, inno TSD The following representatives will be in attendance: <b>Michael Cashman</b> MEP (Socialist & Democrats, UK) <b>Alastair Clegg</b> , CEO, PRIME, UK Partner <b>Joanna Drake</b> , Director, DG Enterprise <b>Dr. David Halabisky</b> , OECD, co-author of a policy brief on Senior Entrepreneurship <b>Jim Higgins</b> MEP (EPP Group, Ireland)
<b>17:20</b>	<b>Wrap up and conclusions by Alain Cadec, MEP (France)</b>
<b>17:30</b>	<b>Refreshments</b>

