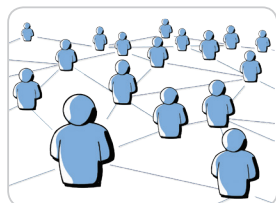


SEPTEMBER 2022

NEWSLETTER № 2

ELABORATION OF POTENTIAL MEMBERS LIST FOR ARGENTUM CLUSTER



In the first phase of the project, each partner elaborated a national potential members list mapping the seven markets of silver economy (Information technology, Welfare, Health, Care, Tourism, Leisure, Sport and Education + Local Municipalities). Each partner identified at least 15 companies for each market to start the cluster formation. The main objective is to map the economic and business fabric (from product companies, distribution channel, service companies, associations and other entities in general) that targets the market segment of seniors or the so-called silver economy. This huge database is fundamental for the further implementation of ARGENTUM project.

Argentum project - INFOGRAPHIC

PDF

Dear friends,
Welcome to our second newsletter, we hope you will find it useful and interesting!
Firstly, we would like to start by saying how much we appreciate when you reach out to us – your feedback is very important to our ambitious project.

We would like to invite you to our official ARGENTUM project Facebook and LinkedIn pages:

 www.facebook.com/profile.php?id=100076612163053

 www.linkedin.com/company/78828902/admin/

and like them if you haven't already done so. Leave a message, comment on the posts, and leave us a feedback. We really appreciate your opinion on what we do, so please get in touch if you have comments or suggestions. Your presence would be very much appreciated and means so much to us.

Thank you for being our early believers and thank you for being our supporters.

Kind regards,
The project team

DEFINITION OF THE STRUCTURE, THE AIMS AND THE ACTIVITIES OF THE CLUSTER

One of the main objective of the ARGENTUM project is to create an Innovative Cluster for Silver economy with the aim to provide tailor made training courses, enhance collaboration and give visibility to all the relevant actors for the sector.

The creation of a cluster for Silver economy is a crucial result of this project because it is the first element that will allow the development and the strengthening of the market related to the elderly's needs. The advantages are twofold:

- on the one hand the older adults will benefit from the innovative services and products that will be placed in the markets
- on the other hand the target companies and businesses will increase their profits and will learn innovative solutions and opportunities for the development of their businesses.
- last but not least the local governments will have a huge range of products and services that could be integrated in their systems.

To have a detailed information about the structure and the benefits from ARGENTUM CLUSTER, please watch the video.





ROUND TABLES

Project Partners are in progress of preparation of Round tables and be ready to held them between June/October 2022.

The consortium already set up the facilitation strategy for the organization of the round tables:

The main objectives are:

- Bring together the projects key actors
- Create a great brain storming session
- Engage key partners that will support the project and contribute for the involvement of clusters members
- Better understand the learning needs as well as experiences

The goals are:

- Identify interest
- Identify the power and influence
- Understand how the potential key partners see the initiative and which could be their engagement
- Awareness of the project and impact and actively engage in ensure the project is a success

Program and topics of the round tables will be:

- The potential of Silver economy
- ARGENTUM project
- The potential of ARGENTUM cluster
- Discussions questions

ROUND TABLES INPUTS

Input 1

We are excited to announce that the Ministry of Labor and Social Policies of the Republic of Bulgaria has invited the ARGENTUM project to the 10th European Forum of Social and Solidarity economy actors, which has been held from June 20 to June 23 in Plovdiv, Bulgaria.

Among special guests was Mrs. Iliana Yotova, Vice President of the Republic of Bulgaria, Mr. Georgi Gyokov, Minister of Labour and Social Policy of Bulgaria, Mr. Nicolas Schmit, Commissioner for Jobs and Social Rights, European Commission, Mr. Hristo Prodanov, Minister of Tourism, Mr. Daniel Lorér, Minister of Innovation and Growth, and Mr. Ivan Ivanov, Minister of Agriculture.

This important participation give us the opportunity to start the cycle of round tables for the presentation of the cluster within the framework of ARGENTUM.

In the course of the discussion of the Activities for social inclusion in the local community Ms. Tanya Trayanova, the President of the European Association for Innovation and Growth introduced the topic to the audience with a speech on "ARGENTUM cluster: Unlocking the potential of silver economy".

Ms. Trayanova has been joined by Professor Dr. Óscar Belmonte-Fernández, the Head of the GIANT research group, the head of the Cuatroochenta chair in Artificial Intelligence, Health and Wellbeing from Universitat Jaume I, Castellón (Spain). Dr. Belmonte-Fernández has delivered a very interesting presentation "ARGENTUM cluster: Silver economy, Artificial intelligence, Health and Wellbeing".

Stay tuned for more information about the next round tables in Sofia.

Input 2

The **Lithuanian MCTAU project** implementation team has planned to organise round table discussions with 7 representatives of the silver economy market. For the first pilot discussion on 10 June 2022, a representative of Vilnius City Municipality and specialists from the IT sector “Langas į ateitį”, who have many years of experience in adult education, were invited. 12 professionals, including the MCTAU team, attended the meeting.

The aims, objectives, activities and expected results of the Argentum project were presented.

The round table discussion pointed out that the quality of life of seniors depends in particular on computer literacy. The IT experts presented a survey on the needs of seniors. Based on the results of this study, the possibilities of training services were discussed and it was decided to prepare appropriate training programmes for seniors. The study showed that seniors want to be taught by people they know who are also older and who understand age-related issues. It was decided to set up a team of IT mentors. A training programme for IT mentors for seniors was also discussed. The most desirable areas for training were discussed: working with smartphones, using e-mail, accessing Zoom and Meet applications, working with Word. The more advanced ones will be introduced to the possibilities of a smart home.

It was decided to organise 3-4 more round tables in October-September on the following topics: health, social services, care, etc.

Input 3

The 1st of July 22, **ARIS formazione e ricerca** organized the first ARGENTUM round table in Italy. Andrea Bernardoni, head of Umbrian social cooperatives (67 social enterprises associated), chaired the round table, 13 social cooperatives took part the event. Sergio Filippi together with Enrico Libera illustrated the project, highlighting the strategic elements for the system of social cooperatives operating in all economic sectors of the ARGENTUM project. All participants shared the basic idea of building the Argentum Cluster and the necessity to integrate more services to anticipate the needs and the market opportunities generated by the Silver Economy. Andrea Bernardoni closed the round table with the aim to support the system toward the Argentum Cluster set up.

Input 4

The **Spanish partner - University Jaume I (UJI)** is arranging a round table with key potential participants to be held at the end of September 2022. Among confirmed participants in the round table were representatives of: Municipality of Castellón de La Plana, Soluciones Cuatroochenta (information technology), Aiudo (care enterprise), Specialized center for elderly care (welfare), Columbretes - Elderly center (leisure time), Municipality of Castellón de La Plana (sports), University for older adults (training), European Center for Innovation Enterprises (SME). All participants in the round table will be potential partners in the cluster on the silver economy.

Input 5

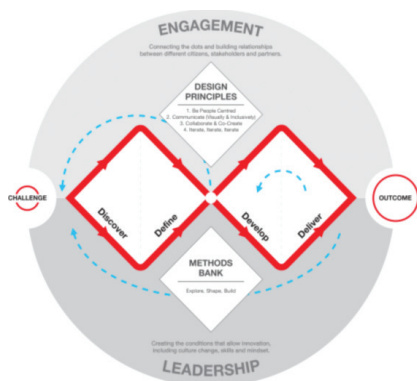
The **Innovative Sofia team** will organize a workshop and round table discussion with different local stakeholders, involved in the broad sector of silver economy in September 2022. The event will be the first of a series of workshops that will bring together key actors, among which representatives of the local government, businesses and startups, NGOs, associations, clusters, academia, etc. The participants will join forces and brainstorm and discuss together key aspects for the development of a silver economy in Sofia and Bulgaria, such as key milestones, opportunities and challenges, needs, and experiences. They will explore together the potential for innovation and collaboration, and discuss in more detail the creation of a silver economy cluster with the potential to increase the productivity of the entities involved, drive innovation and stimulate new businesses in the field.

Input 6

Lights from Latvia is still defining the organization of the round tables.

TRAINING COURSE: INTEGRATED INNOVATIVE SERVICES DESIGN FOR AGEING PEOPLE

ARIS is leading the development of training course. It is proposed that the training curriculum should consist of 6 modules:



1. What is Silver economy
2. What is a Silver Economy cluster
3. DISCOVER Understanding the new users and the new needs
4. DEFINE. How the industrial Cluster works
5. DEVELOP
6. DELIVER – Prototyping and Evaluate the service

Each partner will develop one module. The consortium already started to work actively. The editing of the e-learning course is foreseen for March 2023.

E-LEARNING PLATFORM SET UP



UJI is developing an e-learning platform for the partnership, which will use innovative didactic tools to provide a better learning experience and keep students' attention. The user friendly Moodle Learning Management System method has been chosen. It enables to create interactive content - variety of presentations, videos, timelines, audios, games and etc. Facilitated and instructor-led e-learning courses will use communication tools which allow

learners to communicate with facilitators and other participants.

THE 2nd TRANSNATIONAL PROJECT MEETING

July 7th 2022, the second transnational meeting of ARGENTUM project team.

Our project partner MCTAU were ready to host the meeting in Vilnius but due to the current situation between Lithuania and Russia and the introduction of state of emergency throughout the territory of the Republic of Lithuania on June 30, the meeting has been hold online in Zoom.



The meeting has been a fruitful and enriching opportunity to make an important step forward in the development of the next Project's activities. The partners have discussed:

- The state of the art
- The cluster set up
- The organisation of the thematic round tables
- Curriculum definition of the Training course: Integrated innovative services design for ageing people
- Preliminary description of the E-Learning Platform Set Up and Learning Materials Production
- Multiplier events
- Project management and implementation
- Communication and dissemination activities

Multiplier events Planned for February and March 2023

SILVER ECONOMY – USEFUL INFORMATION



Join the **SilverEco and Ageing Well International Festival**-goers at the Palais des Festivals in Cannes City – France !

On September 12 and 13, 2022, the SilverEco and Ageing Well International Festival will be held at the Palais des Festivals in Cannes City – France. For two days, the international B2B event for ageing well will allow you to discover and exchange with all the players in the Silver Economy and Ageing Well.

For more information: <https://www.silvereco.org/en/>

Silver economy forum

September 14-15-16 at Palazzo del Principe – Genoa, Italy

The main theme will be the Longevity Revolution

Topics:

- Healthy and economic cities
- Technological innovation
- Investment Funds
- Silver House and household appliances
- Tourism

... and much more!



For more information: www.silvereconomyforum.it



Being at the **European Week of Active and Healthy Ageing 2022** is a brilliant way of informing other delegates and stakeholders about how you are helping to change the way older people use technology to stay healthy and independent for longer. It is an excellent chance to make your mark at the event whilst fully immersing yourself in the rest of the event's workshops, plenary sessions, and networking opportunities.

For more information: <https://aal.visitgdansk.com>

PARTNERS

