



TRANSNATIONAL SMART SILVER ECOSYSTEM

Demographic change is a phenomenon that has a major impact over Baltic Sea countries. It is estimated that by 2025 the healthcare costs will double and budgetary pressure on health budgets will be huge.

The Silver Economy Ecosystem aims to support the development and promotion of silver economy related products and services that meet the needs and lifestyles of senior citizens, as well as improve and strengthen cooperation among the following organizational helixes: business, academia, policy makers and senior citizens.

As part of the BSR Interreg Osiris project, partners from Denmark, Estonia, Finland, Latvia, Lithuania and Russia have designed the smart silver framework as an innovative cooperation model for improving smart specialization and market uptake of silver innovation products and services.

Smart Silver Labs – multi-level governance structures for silver economy – are the operational, regional outputs of the smart silver framework. Their initial function is to pilot smart silver framework e.g. by implementing innovation and accelerator programs, and to form a transnational cluster to facilitate international cooperation for silver economy development.

**SUPPORT
THE
DEVELOPMENT
AND PROMOTION
OF SILVER
ECONOMY**



THE BSR INTERREG OSIRIS SMART SILVER LABS

Smart Silver Lab (SSL) is the spin-off structure of the Osiris project.

An open management committees of Smart Silver Labs were established in each project region with the purpose to enhance silver economy growth opportunities in the Baltic Sea Region.

SSL enables all innovation actors to screen, accelerate and uptake innovative products and services empowering older adults to continue enjoying a comfortable, independent and active life.

SHARE
INFORMATION,
KNOW-HOW AND
EXPERIENCE
ACROSS
BORDERS

Smart Silver Labs share information, know-how and experience across borders and apply knowledge and expertise for the well-being of seniors in the Baltic Sea region.

The collaboration between the established Smart Silver Labs is facilitated by a cooperative digital platform, Digital Silver Hub, that facilitates innovation actors through various networking functionalities as well as specific innovation support tools.

THE BSR INTERREG OSIRIS INNOVATION PROGRAM



The Innovation Program as part of the BSR Interreg Osiris project aims to identify, develop and promote silver economy products and service innovations that meet the national and regional innovation strategies for smart specialisation (RIS3).

In Latvia, RIS3 priorities biomedicine, medical technology and biotechnology and advanced information and communication technologies are in the focus of the project.

Any organization, company, or team of individuals is eligible to apply. The applicant must have an innovative business idea or a socially significant idea related to silver economy.

The Innovation Program provides following opportunities for silver economy actors:

- Business idea validation
- Business model evaluation and development
- Workshops, training sessions and information resources
- Mentorship
- Access to transnational networks

**PRIORITIES:
BIOMEDICINE,
ADVANCED
INFORMATION AND
COMMUNICATION
TECHNOLOGIES**

“Let’s build dynamic and innovative silver future together!”



THE BSR INTERREG OSIRIS ACCELERATOR PROGRAM

The Accelerator Program is a four-week intensive program that helps accelerate the market readiness of innovative business ideas and projects targeting various sectors of the silver economy.

Around 30 business ideas and projects from six countries: Denmark, Estonia, Finland, Latvia, Lithuania and Russia are taking part in this transnational Accelerator Program annually.

The Accelerator Program follows the Innovation Program that was organized in each of the six project countries with the aim to identify new business ideas, sharpen business models and prepare towards internationalization and market readiness. The Accelerator Program includes workshops, learning and inspiration sessions, individual and group mentoring sessions, and a final event to highlight the progress achieved throughout the Program.

Following the Accelerator Program selected teams are proceeding to the investment readiness program, Silver Mining Event and the Active and Assisted Living Forum (AAL Forum).

AROUND 30
BUSINESS IDEAS
AND PROJECTS
FROM SIX
COUNTRIES

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